The Sacramento Observer

NATION'S MOST HONORED BLACK NEWSPAPER

WINNER OF THE JOHN B. RUSSWURM TROPHY FOR JOURNALISM EXCELLENCE

'A FENCE IN GLEN ELDER'

(SEE PAGE A-5)

Dr. Charles Townsel, Superintendent of the Del Paso Heights School District, reviews arts, crafts and poetry entries submitted by students attending the district's five elementary schools in an exhibit observing Black History Week. The youngsters works emphasized the theme of Black contributions to American culture and science. The exhibition was sponsored by the California Department of Education. A team of judges from the State Department of Education selected the finalists this week. Works selected by the judges will be on display in the State Department of Education Building, 721, Capitol Mall the week of February 9-15. (See story on Page C-7).

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FOR WEEK OF:
JAN. 30-FEB. 5, 1974

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BLACKS WANT 'BUSINESS'

by J. SHAWN ORTIZ

They came from Los Angeles to meet with Governor Edmund G. Brown, Jr., their request and concerns were simply, "We Want our fair share of the State's business with private business."

A delegation of Black businessmen concerned with their respective and collective survival in a time of economic uncertainty, came to this Capitol City earlier this week to seek immediate attention to their plight.

The group was known as the Black Businessmen's Association of Los Angeles. Their stated problem was that the cash flow within the Black community comes in one way and leaves just as quickly.

During the course of their two-day stay in Sacramento, the group met with Health and Welfare Secretary Mario Obledo and General Service Department Director, Leonard Grimes, Lt. Governor Mervyn Dymally, chairman of the State's Commission for Economic Development, Grey Davis, executive administrative assistant to the governor and the governor himself.

On Tuesday, they met with Lt. Governor Mervyn Dymally. The meeting according to one delegate, promised nothing in the way of immediate solutions.

"We want to break the habit of them (state contract grantors) giving business to their golfing partners," said one disgruntled janitorial supplier who says he has repeatedly had his bids bumped.

Another complained of Cal-Job and the Office of Minority Business Interprise (OMBI) not doing enough to help small businessmen get some "action."

On Wednesday they met with Secre-

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Tax Filing Underway

State Controller Kenneth Cory this week said refunds already have been mailed to 2,725 Californians who made early-bird filings of their State income tax returns.

"These payments totaling $107,880 mark the beginning of refunds to more than five million Californians who overpaid their State income tax during 1974," Cory said.

The first mailing of refunds represented all of the very early withholding taxpayer returns processed by the Franchise Tax Board, the Controller said.

"The really significant flow of returns and subsequent refunds cannot be expected until in February, with the peak occurring some time between February 24 and the April 15 filing deadline," Cory said.

"It still means that those taxpayers who file the earliest will get their refunds earliest."

Cory said approximately eight million State income tax returns are expected this year and that the system for processing by the Franchise Tax Board is geared to about 71,000 returns a day at full flow. Refunds usually are issued within two days after authorization by the Franchise Tax Board.

About 4.5 million refunds will be made to persons who income tax overwithheld from wages. Other refunds will go to non-withholding taxpayers who rent their place of residence but do not have income tax liability matching or exceeding their Tax Credit for Renters.

The income tax credit for renters is designe to extend property tax relief to those who do not own their dwellings. A full year of credit for such rental occupancy can range from $25 to $45 depending on the level of the adjusted gross income of the claimant. In cases where there is no net income tax liability to which the credit may be applied, or if the credit exceeds the liability, the claimant will receive a direct refund. An income tax return must be filed in order to receive the credit, even if the claimant otherwise is not subject to filing an income tax return.

Papers Can't Purchase Media

WASHINGTON - Newspapers will no longer be allowed to purchase radio or television stations in the same market as the newspaper, under a change in Federal Communications Commission rules.

And an FCC order this week directed that existing newspaper-TV combinations in seven cities and newspaper-radio combinations in nine cities be broke up by Jan. 1, 1980.

The commission said it studied all such newspaper - broadcast combinations in the nation and ordered the breakups "only in extreme situations where there appeared to be a monopoly on the expression of views on issues of public concern."

The commission has been wrestling with the problem for nearly seven years and has been operating on a case-by-case basis.

The FCC said its major concern was diversity of ownership as a means of enhancing diversity in program service to the public and view-points presented to the public, rather then in terms of the strictly antitrust approach taken by the Justice Department.

Black WAC Court Martialed Because Of Hair Style

FRANKFURT, Germany - A Black enlisted woman who drew the U.S. Army's wrath for inviting a general to a dance recital now faces a court martial for wearing an "outlandish" hair style on duty. The style is the "corn row."

Specialist 4, Babette Payton, 22, of Chicago said yesterday the Army is harassing her because "they are afraid of women especially vocal Black women who are creative."

The Army's European headquarters in Heidelberg confirmed she will be court martialed Feb. 10 for wearing her hair in tightly braided "corn rows" against her scalp in defiance of regulations.

The Army told commanders last October to allow enlisted women the greatest degree of personal freedom, but listed "corn rows" as one of the outlandish styles specifically prohibited.

Miss Payton is also charged with going absent without leave when the Army ordered he to undergo a psychiatric examination.

Unemployment Claimers Rise

WASHINGTON - Another 851,700 Americans filed new claims for unemployment insurance benefits during the week ending Jan. 18, the Labor Department reported Wednesday.

The total was 118,300 fewer than the record 970,000 new claims filed the previous week, but still nearly double the 464,300 new claims filed during the same week last year.

Oakland Cop Praised For Service

OAKLAND - Oakland Police Officer, Raymond Clark, president of the Oakland Black Officers' Association, was honored this week for his "outstanding service" to the community.

"He doesn't only talk about police-community relations, but practices it on a day-to-day basis," said Oakland Municipal Court Judge Allen E. Broussard while presenting the association's 1974 Person of the Year Award to Clark.

The award is bestowed upon an association member who has demonstrated outstanding achievement in police and community relations. The award also honors the individual's compassion and humanistic concern for people in every segment of the City of Oakland.

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Blacks Want Business

Brown greets businessmen

(Continued from Page A-1)

tary Obledo, in a meeting that promised to build lines of communication and to jointly work for improved conditions.

Following their meeting with Obledo, the delegation met with Grimes and his aides to discuss ways in which Black businessmen could get a bigger share of the General Services $138 million worth of expenditures to be made during fiscal year 1974-75.

Under legislation authored by San Francisco Assemblyman Willie Brown, the department has, according to Grimes, created the components to help small businessmen obtain state awarded contracts.

Many of the delegates were of the opinion that AB 1816 was not working for various reasons.

In their meeting with Grimes, he agreed that only two per cent of the total budget was being granted to small businessmen and that many of those grants were going to multi-million dollar firms which demonstrated accomplishment within their industry.

Brown and Grimes

Grimes was likewise being asked to give his commitment to affirming their contention that more needed to be done. Grimes agreed with them on the need for "action."

However, the 51-year-old administrative executive said that next week he would probably have to deal with other groups requesting the same type of services.

Grimes responded cooly, "I have teeth, whether I can bite with them is another thing."

One member answered sharply, "We want to be the jaws end of the teeth."

"Your request can be repeated throughout the state. They run all over and I want you to keep that in the back of your mind," said Grimes concluding the exchange.

A line of administrators followed their director in addressing the group. The meeting concluded with an agreement to maintain an open line of communication.

The group then left State Office Building No. 1, to meet with Grey Davis executive administrator to Governor Brown.

Davis greeted the group, with a note pad and attentive ears listening carefully to their positions.

Davis was questioned on the governor's commitment to minority businessmen and their problems.

Davis, calmly responded, "the governor is committed to the solution to the extent of his ability."

After about 15 minutes, of questions and answers, the Governor entered the council room.

Brown sympathized with the lack of business opportunities within the Black community.

The Governor said that he believed too many people were employed "keeping people unemployed" and indicated that he would work to change what he considered obstacles towards fuller participation of minority businessmen in the system.

Brown concluded by suggesting that the Black businessmen list their concerns so that he could select future administrators based on portions of their input.

Greene And Washington Ready To Clash

GREENE

WASHINGTON

With the March 4 special election date rapidly approaching to fill the vacant 29th Senatorial District seat, the campaign forces of Assemblyman Bill Greene and Dr. Kenneth Washington, are gearing up for an all-out contest.

The seat was left vacant by the election of former Senator Mervyn Dymally to higher office last November.

Rumbles of a bitter and perhaps high spending campaign surfaced last week when the LOS ANGELES TIMES, reported that Los Angeles Mayor Tom Bradley, and Lt. Governor Mervyn Dymally, clashed on which candidate should fill the post.

In that meeting between Dymally and Bradley, a plan was proposed which called for the unified backing of Assemblyman Greene's election to the Senate seat.

It was reported that after Greene's election, Washington would then be supported for Greene's Assembly seat. The deal fell through, and some observers feel that the aborted compromise is evident of a brewing battle for "political supremacy," of the two Black leaders.

Assemblyman Greene this week said that the failure of the compromise should not be looked upon as a split between Dymally and Mayor Bradley.

"It is the way the white media is reporting this thing. It is not a split it is a contest," said Greene.

Dymally and Bradley, however, have found themselves on opposite sides of the political fence a number of times.

During the 1973 campaign for Mayor of Los Angeles, Greene and Dymally supported former speaker of the Assembly, Jesse Unruh.

A reliable high ranking political source attending the California Democratic Central Committee Convention last weekend reported, "Bradley has never forgiven Mervyn for supporting Unruh."

When Greene was questioned this week about the reported split and his contributions to possible bad feelings between the two, he responded:

"I am not ashamed of anything I've done in politics. I am not ashamed of anything I've done politically contrary to any Black man. There is no reason to substantiate it. That includes Willie Brown and Mayor Bradley."

Greene contends that his support of Unruh was based on the former speaker's support of Blacks in political office.

"We supported Unruh rather than Bradley because Unruh did more for the election of Black politicans than Mayor Bradley," said Greene flatly.

As a City Councilman, Greene charged that Bradley never supported any of the members of the Legislative Black Caucus as it was constituted at that time.

"Tom Bradley had not supported any of them," charged Greene adding that in the general election, Black politicans contributed $32,000 to Bradley's successful campaign to unseat Sam Yorty.

A spokesman for Washington's campaign reported this week from Los Angeles that Greene's "grass root" support was suffering, and that his candidate had gained the support of a local teachers union and a substantial number of ministers.

Greene was questioned also on the possibility of a high spending campaign.

"Check the record at the Secretary of State's office. You will find that I have never spent more than $27,000 on any of my campaigns," the Assemblyman said.

Raphael Sonenshein, a campaign worker for Washington, confirmed media speculations that it would be a high spending campaign.

"They are a lot further down the road than we are in campaign fund raising. We have only just begun to receive contributions," said Sonenshein.

Dellums Pushes Bias Bill

Rep. Ronald V. Dellums has introduced legislation to amend the 1964 Civil Rights Act to eliminate employment discrimination on the basis of military discharge status. Rep. Dellums pointed out that many ex-service men who are not "honorably" discharged have had no opportunity for due process.

He asserted that many discharges below the honorable level are issued by administrative fiat or at the order of commanders, without the benefit of trial.

"A discharge resulting from a former serviceman's conscientious objections or even from a physical or psychological unsuitability to special requirements of military life could unfairly haunt him for years to come," Dellums said.

Dellums, a member of the Armed Services Committee, said that the military is clearly within its rights in attesting to the quality of the services rendered by those who leave the Armed Forces.

"But, it is wrong in a democratic society to allow military demerits to be transferred automatically from uniform to mufti, without taking into account whether they bear any relationship to civilian law, life and responsibilities," he said.

Rep. Dellums explained that at issue is merely the automatic substitution of an inadequately defined military labeling system for the fair judgment of individuals on their merit.

"This distinction must not be allowed, and we should act quickly to end this unneeded discrimination and prejudice," the Congressman concluded.

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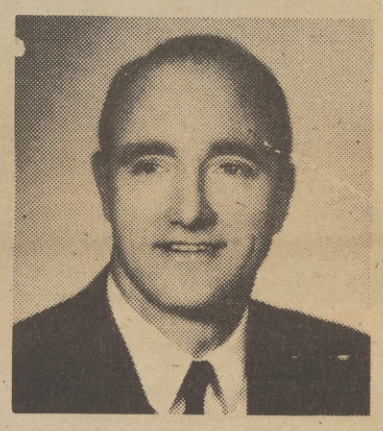

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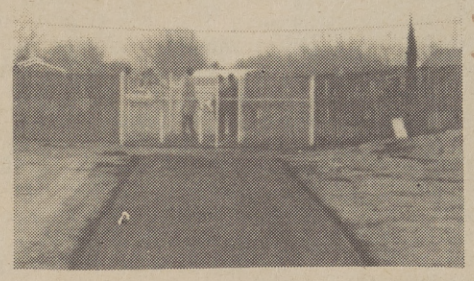
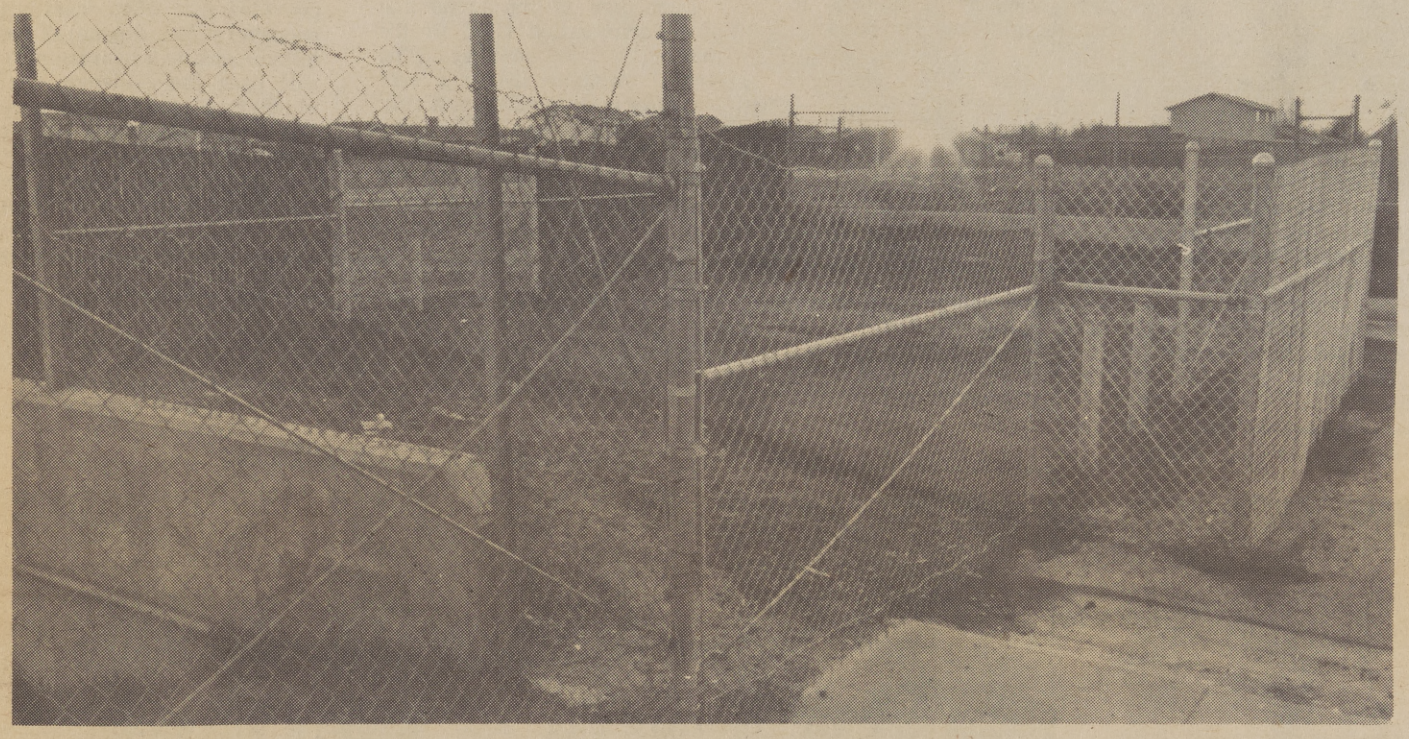
OUR CITY

Glen Elder Controversy

The residents of Glen Elder are still fighting to get this controversial cyclone fence removed. The fence physically divides two south area subdivisions, one predominantly Black and the other predominantly white. Last week, the Sacramento County Board of Supervisors voted to remove the fence. Apparently residents of Glen Elder, who have fought bitterly over the past year to have the fence removed, thought they won a victory. Three days after the Supervisors took their vote, county



work crews "modified the fence," cutting through a pedestrian and bike path. Resident of the predominantly white community of Larchmont - Lindale, have been successful in keeping a proposed 75th Street "punch through" tabled. They contend that a punch thru connecting Larchmont-Lindale, with Glen Elder, would create traffic problems. A majority of Glen Elder residents say the fence is "racist." In the meantime, the fight will continue.



NAACP Workshop Scheduled

The Sacramento Branch NAACP invites the Central Area to join in an NAACP Workshop Saturday, February 1, 1975, at the El Rancho Motel, 1029 West Capitol Avenue, West Sacramento, California 95691. The registration starts at 9:30 a.m. and the first sessions at 10:00 a.m. Promptly.

A luncheon session is planned as a part of the workshop. The total workshop cost is $4.00, including registration.

The workshop will end at $4.00 p.m.

This is a general NAACP workshop and will cover NAACP Committee functions, program development and the setting of objectives, current issues facing the NAACP and new program developments with federal help.

Major participants will be Mrs. Virna Canson, Regional Director, Nathaniel Colley, National Board Member; and Nate White, Central Area President.

Councilman Herman Lawson, will be one of the speakers, there will be various business people from private industries and government agencies.

For further information or assistance, call James Williams, (916)383-4085. The Branch (tape) number is 451-1234.

Corrections Discussion Slated

"The New Spirit in Corrections," will be the subject of a talk and discussion at the 9:30 a.m. Forum at the Unitarian Church, 2425 Sierra Blvd., on Sunday, Feb. 9. Speaker will be Rudolph Lester, a native Sacramentan, and ex-offender.

A graduate of Sacramento City College and University of California, at Davis, Lester is presently a Community Resource Advisor for the Davis Police Department, and a member of the Community Services Division in Davis.

Legislature Plans Special Meet

The California Legislature will hold a special session Feb. 13 to zero in on the nation's economic woes, legislative leaders have announced this week.

Assembly Speaker Leo McCarthy and Senate President pro tem James Mills said top economists -- including a Ford administration spokesman -- will discuss energy, inflation and unemployment problems.

The two said R. A. Gordon, president of the American Economic Association; John Letiche, a University of California economics professor; and an unidentified Ford economist would speak to the session.

The conference will take place at the Sacramento Community Center, a modern facility across the street from Capitol Park. The legislature has met formally outside the Capitol only twice before -- once in 1862 and once in 1958 Mills said.

CONFAB

Panelists Martin White from the San Diego Urban League, standing left, Mayor Doris Davis of Compton, center, and Lt. Governor Mervyn Dymally, right, discuss the state of California's economy at the Conference on Economic Development Problems and Opportunities. The two-day conference, sponsored by the California Department of Commerce, was held at the Sacramento Community Convention Center this week. Dymally pledged this week to try to save the State Department of Commerce that Gov. Brown wants to abolish. The department has a $1 million budget this year to promote California tourism, trade and business. "I will work to convince the governor of how important the departments role is in the economy of this state," Dymally said. "Those in the department are doing a good job and have turned things completely around since the legislative analyst issued his report."

GRADUATION

Madelyn Polite, front row, center, stands with Mr. and Mrs. Charles Jones, front left and right, during a party in the Jones home which celebrated Ms. Polite's graduation from California State University after nearly 15 years of night and day classes. Mrs. Smith promised Ms. Polite the party upon her graduation. Ms. Polite, who is secretary to Gus Guichard, vice chancellor of California State Community College, received her bachelor of arts degree in vocational education in December. The party held last Saturday was attended by 70 relatives and friends.

Assemblyman Ralph Hospitalized

Assemblyman Leon Ralph was hospitalized last Friday in Los Angeles, after contacting pneumonia while conducting weekly business in his Southern California district.

Ralph is the Chairman of the Assembly Rules Committee.

Jim Ware, an assistant to the Assemblyman, reported that he is resting comfortably and is expected to be released tomorrow, following a week of treatment."

"We expect he will be back to work Monday," said Ware.

Ware reported that a new schedule was being worked out and that for a definite period, the Assemblyman's appointment calendar would be limited to critical legislative business.

Pants Suit Bias Charge

Charges that a Sacramento employer discriminated against a woman employee when he fired her for wearing a pants suit instead of a dress, will be heard by the California Fair Employment Practice Commission on Friday, January 31, in Room 101, 915 Capitol Mall, Sacramento, beginning at 9 a.m.

The charge of discrimination based on sex was filed with FEPC in December 1973, by Alice Nenneman, who claimed that the Northern California grocers Association, 937 Enterprise Blvd., Sacramento, fired her in November 1973, when she appeared for work in a pants suit.

According to the accusation of discrimination filed in the matter, Ms. Nenneman told the firms' manager that she was not fully recovered from a cold and her desk was in a drafty area. She was told that she could take the day off, go home and change into a dress, or be terminated.

FEPC's accusation states that when Ms. Nenneman was hired, she was told that "the company had a rule that the female employees must wear dresses, and that there was to be no smoking in the entire working area: the smoking rule was enforced only against the female employees."

The accusation of discrimination based on sex was filed by FEP Chairman Pier a. Gherini, after attempts to solve the matter privately, by conciliation were unsuccessful.

The California Fair Employment Practice Act, which FEPC is charged with administering, provides that when conciliation endeavors fail, a panel of commissioners or a hearing officer will hear the evidence, decide whether an act of discrimination occurred, and if so, issue orders for a remedy.

Commissioner Gherini will not participate in the hearing.

Observer Error

The SACRAMENTO OBSERVER offers apologies to Christine Smith and S. L. Higgins, whose names inadvertently were omitted as nominees to the Sacramento Urban League's Board of Directors.

Higgins, a teacher for the Sacramento City Unified School District, and Mrs. Smith, a teacher in the San Juan Unified School District, are active candidates for the election which will be held on March 5.

Members of the Urban League currently are submitting names of nominees to the nomination committee, at 3515 Broadway.

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Virna Canson Praises Court Rule

Mrs. Virna M. Canson, Regional Director, NAACP, praised the U.S. Supreme Court decision extending due process rights to school children who face suspension from public schools. "This is an important decision which can have an immediate impact on reducing rampant suspensions of children and keeping them in school," Mrs. Canson said.

"We know the educational damage done to students who face repeated suspensions. Far too many teachers and administrators misuse their authority to suspend," the regional director added.

"Blacks, other minorities and the poor are the principal victims. Suspensions are used to weed out youth. Repeated suspensions are the first steps which start the minority students out the door as so-called drop-outs. We find excessive suspensions where the weakest administrators exist in the schools of the local districts."

Mrs. Canson said the California Legislature, at the urging of the West Coast Region NAACP and other groups three years ago passed legislation designed to curb suspension.

Help Sought For Woman

In June, 1974, Buford County, North Carolina, Joanne Little was convicted on an account of breaking and entering.

Three months later, on the night of August 27, while awaiting appeal Miss Little was confronted by jailer Clarence Alligood.

Alligood alledgedly threatened Miss Little with an ice pick and then proceeded to rape her. Miss Little somehow managed to take the ice pick away from her assailant and kill him.

Miss Little escaped from the institution, however turned her-self back in to the authorities a few weeks later and was then faced with a charge of murder in the first degree.

The body of Charles Alligood was found partially nude from the waist down and evidence that sexual activity has taken place was present.

Miss Little, acting in her own defense, was not allowed to have the state medical examiner testify on the condition of Alligood's body when it was found. She was also scheduled to be tried by an all white jury.

The case of Miss Little was brought to the attention of Georgia state legislator Julian Bond, who is also acting president of the Southern Poverty Law Center. Bond, assigned several lawyers to her case who are at present working diligently to free her.

The lawyers of the Southern Poverty Law Center are trying to raise sufficient funds to acquire the services of criminologists who will work on Miss Little's behalf.

The members of the Southern Poverty Law Center are asking for any contributions to aid the plight of Joanne Little. Send your donations to: Southern Poverty Law Center, 119 South McDonough St., Montgomery, AL 36101.

BLACK ESTHETICS

Daniel M. MacMaster, left, president of Chicago's Museum of Science and Industry, and Robert Sengstacke, coordinator of this year's "Black Esthetics" Festival, discuss final plans for the fifth annual event to be held at the Museum Feb. 5-17. The festival, which is free to the public, features paintings, sculpture, graphics, and theater productions of Chicago-area artists. This year's theme is "Black Voices in History." (Photo by Phyllis Doering).

THOMPSON

ANDERSON

Local G.I.'s Complete Training

Marine PFC Fred E. Thompson, son of Mr. and Mrs. Kemuel Weddington of 1404 Atherton Street, Sacramento, completed Infantry Training School at the Marine Corps Base, Camp Pendleton, California.

He received specialized instruction in infantry weapons and tactics.

FT. ORD, CALIF - Army Private Richard W. Anderson, 19, son of Mr. and Mrs. William (sic) Anderson, 8800 Milton Way, North Highlands, Calif., completed eight weeks of basic combat training at Ft. Ord. Calif.

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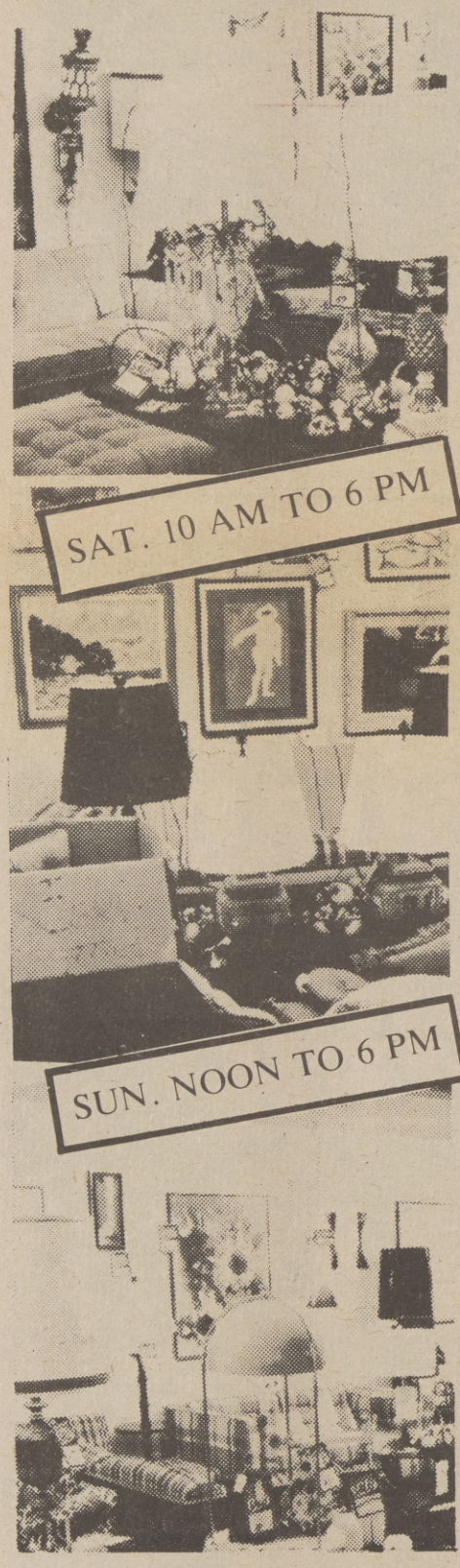

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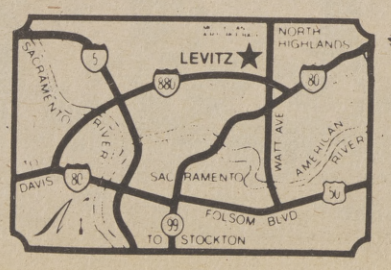

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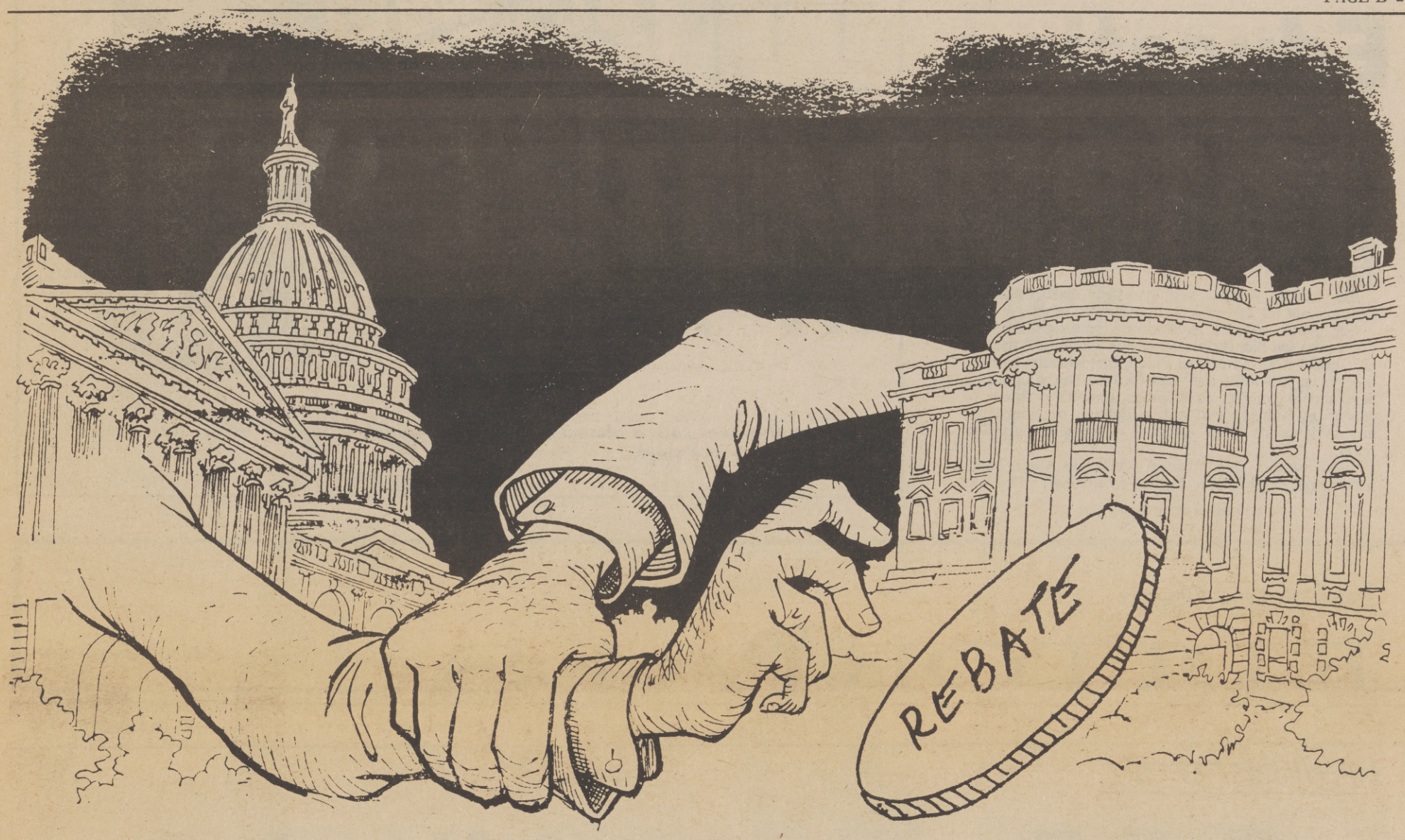
OBSERVATIONS

JAN. 30 - FEB. 5, 1975



Ford's Income Tax Rebate Causes Debate!

by AUGUSTUS HAWKINS

If you are jumping for joy over the President's proposed one shot 12% income tax rebate for individual taxpayers for 1974 -- save your energy (and this is a pun!)

The rebate will cost us more in the long run, because of its band-aid approach, and because it does little to significantly resolve our economic crisis. In short, it is Madison Avenue razzle-dazzle, and nothing more. It really promises more than it can deliver.

As the Wall Street Journal suggests, Jan. 14, 1975, "the rebate would mean that over the next few months the government will raise $12 billion less in taxes and $12 billion more in borrowing."

THE REBATE WILL COST US MORE IN THE LONG RUN, BECAUSE OF ITS APPROACH

The rebate, in my opinion, will fail to stimulate industrial production, which means that the 6.5 million persons officially unemployed, will remain so. (Within the next few weeks, I intend to deal with that "official" unemployment figure; there are certainly more than 6.5 million unemployed in this country)

The twelve billion dollars will probably be pumped back into the economy stimulating an increased, temporary demand for goods and services; it will also be eaten up quicily by the very inflationary factors it is supposed to help ameliorate.

In short; it will temporarily put a few hundred dollars in everyone's pocket, but it is only a sweetener, because the fine print in the President's economic message indicates we are all going to be zapped again by his neanderthal economic policies.

Here's how I believe it is going to happen.

The President wants to place a $3 per barrel tax on foreign crude oil; he also wants the Congress to place a similar tax on domestic crude oil. These taxes will provide the government with about $30 billion annually in revenues; they will also increase the price of crude oil, some $30 billion. In addition, the cost of gasoline will increase between eleven and fifteen cents per gallon (and not the eight cents per gallon figure quoted by the President and his advisors).

These price increases will occur at a time when gasoline prices have already increased 40 per cent since last year, and fuel oil prices having nearly doubled in that same period. What happens to the $30 billion that the President intends to collect? He says very vaguely, that it will be returned to the economy through unspecified rebates and tax cuts.

If the Administration follows true to form on this one, the $30 billion will be funneled back to the private sector in the form of a huge corporate welfare check; and the taxpayers will end up, once again, paying more for his gasoline.

If the President convinces Congress that his economic assessments are correct, then energy costs will increase all across the board.

Utilities will go up 20 to 25 per cent, which means you can expect to pay anywhere from five to twenty dollars per month more for your electric and gas consumption. (This is in addition to the 25 per cent increase in 1974).

If you use oil to heat your home, it will increase about $30 annually. Industry will be charged about $442 million more for its oil for 1975; this cost, of course, will be passed on to their consumers. All transportation costs will increase; airline and bus fares will go up, and trucking costs will be raised.

In fact, the trucking industry has been hit so hard, by the energy crisis, that they have experienced a business cut of between 10$ and 20% of their normal operation. Their trucks are simply gathering dust in parking lots!

These increased costs are going to downwardly affect production and the continued employment of those now employed.

The President also wants to increase industry's investment tax credits from the present four to seven per cent range, to a new 12 per cent range. His reasoning is that the tax credit will encourage industry to invest in new equipment and new machinery; but this gimmick will do little to increase the labor supply or to move the huge inventories business already possesses.

I believe that the President's intentions are good; I also believe that his economic advisors' theories are incorrect and that these theories have been responsible for compounding the deteriorating economic situation the President inherited.

The price tag for getting us out of this recession -- is a realistic tax on corporate profits, a realistic corporate income tax, and a closing of every tax loophole which allows run-away industries to escape paying their fair share in taxes to this country.

Black Mis-Education

Some years ago, the late Dr. Carter G. Woodson, who was perhaps our foremost pioneer educator-historian, wrote what is now a classic book entitled, "The Mis-Education of the Negro." His main object was to prove that it was never the white American purpose (which has continued to be, in varying ways and degrees, that of the slave master) to educate Black Americans except for the purpose of exploitation.

His words, written approximately half a century ago, are apt for and prophetic of today.

Our public schools have always had as their primary goal the indoctrination of our youth to fit the basic ideals of an American which, incidentally, has always been pro-white and exploitative. The basic theme here should come as no surprise, since all systems of education, whether national, religious, or otherwise, are designed to serve the ends of those who sponsor them.

Small wonder, then, that a society in which Black Americans even to this day have remained "The last

(Continued on Page B-4)

The unemployment rate is almost 20%, they're getting hungerier by the day .... and they still only march and sing!...

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The Sacramento Observer

EDITORIALS

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HAWKINS REPORT

Full Employment Needed

by AUGUSTUS F. HAWKINS
California's First Black Congressman

At the end of World War II, Congress passed the Employment Act of 1946; that act defined the nature of the federal government's commitment to maximum employment, production and purchasing power.

In actuality, the Employment Act of 1946 was a vast compromise, and for some members of Congress at that time, an unsatisfactory compromise and poor substitution of the original full employment concept as articulated in the Senate Bill, S. 380.

Senate Bill 380 called for a federal guarantee of the right of every American to employment through a rather complicated statement in the Act which said "To the extent that continuing full employment cannot be otherwise achieved, it is the further responsibility of the Federal Government to provide such volume of Federal investment and expenditure as may be needed to assure continued full employment."

Unfortunately, the wishes of the drafters of S. 380 never came to fruition, because although the American leadership of that time, sensed that continuing economic upheavals (recessions and depressions) were bad for the nation's stability, they could not support the radical concept of a federal guarantee of employment.

The result was the passage in 1946 of the Employment Act, which substituted the concept of "full" employment with the term "maximum" employment. The American worker was in reality then, still no better off than he was prior to the Employment Act's enactment.

These were the beginnings of a national policy for economic planning and development, however, which mandated that the President annually provide Congress with an Economic Report.

This Report would: Outline in detail how healthy the economy was, report current and foreseeable economic trend levels, review the economic programs of the federal government and set forth a program necessary to ensure maximum employment, production and purchasing power (including proposed legislation which would promote the nation's economic goals).

The Employment Act of 1946 also established the President's Council of Economic Advisors, and the Joint (House and Senate) Economic Council.

In a unique way the Employment Act initiated, for the first time in the nation's history, a federal response to the nation's economic ills, by causing a recognition that the federal government had a responsibility to assist its citizens during periods of intense unemployment (and severe economic instability), with rehabilitative programs and dollar resources. It was apparent to significant numbers of Americans that the depression of the 1930's was so debilitating that isolated local and private efforts were useless.

It was also a determination of some Americans that the 1930 Depression, this greatest of all American depressions, was a forewarning to the country that only massive federal intervention could, from that moment on, stem the tide of such economic catastrophes. The concept of a federal jobs guarantee to all Americans willing and able to work, was not completed with the passage of the Employment Act in 1946. That concept has now been given a new lease on life in a bill that I introduced in the last session of Congress with Congressman Henry Reuss (D-Wisc.). Described as the Equal Opportunity and Full Employment Act (H. R.

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RUSTIN COLUMN

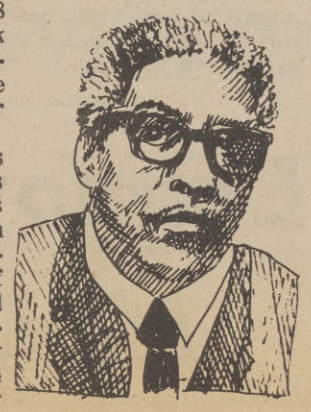
Ford's Program A Disaster For Blacks

by BAYARD RUSTIN
A. Philip Randolph Institute

President Ford has told the nation the "bad news" about the economy. But the President has greatly understated the situation. We are experiencing a crisis, pure and simple, and it will take much more than candor or gimmicks to lead us to recovery.

In Atlanta, unemployed men and women gegan lining up at 3 a.m., for a paltry 225 public service jobs. By morning, a crowd of over 3,000 desperate, hungry persons had assembled, and a riot was narrowly averted as they crowded and surged forward. In Los Angeles, Cleveland, and Detroit, the situation is much the same -- thousands are out of work, with young Blacks suffering the most severe consequences.

The recession is for Blacks the most severe since World War II; 12.8 per cent of the Black work force is unemployed, and the figures are much, much higher for young workers.



President Ford has responded to this crisis with a program that is inadequate and which, in many respects, will further worsen the plight of the poor, the jobless, and working people. The intent of the program may be commendable, but the results are most surely to be disastrous.

It is a program more noteworthy for what it does not propose than for what it does. There is no proposal for enlarging the totally inadequate number of public service jobs; indeed, the President, by threatening to veto new spending measures, seems to rule out an enlarged public jobs program. There are no proposals to deal with those social services -- housing, health care, public transportation, welfare -- which have been most seriously affected by the combination of inflation and recession.

Here in fact, the President states flatly that he will fight Congress if it attempts to implement new spending programs.

Thus, in those areas which pertain most personally and fundamentally to Black people, to all those who have borne the brunt of economic deterioration, the Administration has closed the door on the most effective and necessary remedies.

The two basic elements of the President's program are the tax cut, in the form of a rebate, and his proposals for increased taxes on imported oil. Both measures will have an effect on Black people; in the case of the tax cut the effect will be too little, while as for the energy program, the effect will be significant and negative.

I believe the President was sincere in proposing a tax cut as a means of stimulating the economy and helping those who have been most severly harmed by inflation. But in actuality, the Ford program is practically meaningless for poor people and for those working people who have had the hardest time making ends meet.

Consider this: a worker with a family of four earning $6,000 a year -- a category which includes many unskilled Black workers -- would receive less than $30.00 under the President's plan. This is considerably less than he would need to simply feed his family for a week. And for a worker earning $5,000 a year, the rebate comes to $11.74, an amount so meager to be hardly worth the government's [illegible]ble to mail the check.

It appears, in fact, that the President's program will ultimately take more money out of the pockets of the poor than it puts back into them. The exorbitant increases in the excise tax on imported oil will cost everyone who uses an automobile or mass transit -- which is just about everyone. But the increased oil prices will do much more. Their impact will be felt all through the economy, in the prices of fuel to heat homes and buildings, in food costs which will rise with the price of fertilizer, in every product in which oil is part of the production process.

There has been a tendency to give President Ford the benefit of the doubt, to give credit for his positive gestures and ignore his shortcomings. In recent weeks, for example, Mr. Ford has been praised for appointing a capable Black man to his Cabinet and announcing his support for extension of the Voting Rights Act.

These are not irrelevant gestures, particularly considering the dismal record of the previous resident of the White House. But they are superficial: a Black Secretary of Transportation will have little impact in an administration committed to fiscal austerity, while the Voting Rights Act would almost surely have passed with or without the President's endorsement.

The real test is Mr. Ford's performance on economic policy. Can he provide more jobs; will prices come down; will America begin to move once again. On these basic issues, the President seems to be fashioning a policy that, at best, will perpetuate an abysmal status quo, and at worst, lead us further down the road to crisis and collapse.

TO BE EQUAL

Ford Follows Through

by VERNON JORDAN
Urban League Executive Director

President Ford had a whirlwind week recently, highlighted by a special economic message and the State of the Union address. Although his economic proposals leave a lot to be desired and he failed to include a strong civil rights message to the nation, as he had been urged to do, he did follow through on two recommendations made by Black leaders in our meeting with him last fall.

The first was that he appoint a Black to a Cabinet position; the second, that he endorse extension of the Voting Rights Act of 1965, up for renewal this summer.

His nomination of an outstanding Black lawyer, William T. Coleman, Jr., as Secretary of Transportation not only puts the first Black person in seven years into the Cabinet, but it marks a major upgrading of that body.

Mr. Coleman is an outstanding lawyer, an honors graduate from Harvard Law School and former law clerk to Justice Felix Frankfurter, who has built an enviable reputation as one of the nation's top legal minds. He has also been a civil rights activist who worked on the school desegregation case that led to the Brown decision of 1954, among other noteworthy civil rights cases he has been involved with, and is president of the NAACP Legal Defense Fund.

He will take over a federal Department of special interest to city dwellers. At a time when it is essential to revitalize urban mass transit, this excellent appointment signals a more positive role in national transportation policy.

Mr. Ford followed through on the recommendation that he back extension of the Voting Rights Act of 1964, this legislation forms the core of Black gains in the Second Reconstruction. At a time when those gains are being sniped at end, one by one, stripped away, it is good to see the President drawing a line around the most significant ones and saying they will stand.

The Voting Rights Act, by extending federal protection of the right to vote in sections of the country that had denied that right to Black citizens, has helped to change the face of the South. Black people are voting today in places that used to react with violence when a Black person attempted to register.

As a result, there are Black mayors, Black sheriffs and county supervisors, and other Black elected officials representing Black people and their white neighbors all over the South. This is one law that has not only worked, but has revived the democratic process in places in this country that had been governed like dictatorships.

The law, which runs for five years, was renewed in 1970 and President Ford's endorsement of renewal will help assure its passage this summer. There are plenty of people in Washington who would like the law to expire quietly, and if that happened we would be sure to see a host of measures in some states whose effect would be to deny Blacks the opportunity to participate in the democratic process.

I doubt that the old "grandfather clause" and other unconstitutional methods would be adopted. But today's sophisticated legal engineers could easily come up with plans for multi-member districting, literacy tests, and gerrymandered districts that individually might pass

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FORUM
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Where's The Money Base For Small Business?

by BERKELEY G. BURRELL
President, National Business League

We, along with most people involved in speculating on the economic picture for 1975, have offered some fairly dismal prognoses for the coming year.

What we may have failed to give proper recognition was an article appearing in the September 16, 1974, issue of The Wall Street Journal.

What that information may have signaled is the death of the current major federal programs supporting small business ventures in America.

SBA and OMBE continue to carry on business as usual, seemingly protected by their umbilical cords to the U.S. Treasury, with their heads buried in the sand, auditing reports clutched in hand and bad news creeping up fast from the rear.

What the Wall Street Journal heralded is the probable abandonment of the current policies of banks to provide loans to small business borrowers at interest rates below those charged to prime corporate borrowers.

So much for corporate social responsibility. The First National City Bank, as one of the leaders of this country's banking industry has fearlessly stepped forward as the first in what we hope will be a quickly aborted movement.

If other banks were to follow suit, small business, and to be sure Black business, would be in a world of trouble.

The order of the day calls for the development of innovative if not spectacular ways of getting Blacks into the American free enterprise system.

That means dramatic solutions to some very old problems.

Banks in recent years have been supportive of small business development by offering loans at rates significantly lower than prime interest rates, if coupled with an SBA guarantee.

Whether the departure from that policy was motivated purely by pressing economic conditions -- profit and loss statements are the red or black facts of life. If small businesses are forced to pay higher rates of interest from the traditional lending sources, it is a certainty that fewer will be around at the close of the year. Equally as serious is the stifling effect this will

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Days Of White Rule Numbered

Rhodesia's days as a minority white ruled country are numbered. The only question is whether the time is measured in weeks, months or years.

The South African nation is faced with several threatening situations brought on by the Portuguese coup of last year. The first is a two headed physical threat -- economic strangulation and guerrilla warfare.

Landlocked Rhodesia depends on its coastal neighbors for the shipping of its exports and imports. Up to now, Rhodesia has had no problems because of its friendly relations with the Portuguese colony of Mozambique. But the coup changed that.

The coup was engineered precisely because of the liberation wars waged by Portugal's African colonies -- Guinea-Bissau, Angola and Mozambique. The 10-year wars were draining the small nation of its resources and people. With the second lowest per capital income in Europe the Portuguese were allocating 40 per cent of their budget for defense. It was supporting an army of 150,000 in Africa from a population of nine million. Its youth were deserting the country rather than serve in the military.

After negotiations with the Black nationalists, Portugal guaranteed Mozambique its independence. At the present time, Mozambique is ruled by a transitional government composed of rebel and Portuguese elements.

A Black ruled Mozambique is likely to start applying the United Nations sanctions against Rhodesia and close the border. Rhodesia has already built a new rail link into South Africa, its last white governed neighbor, in order to provide a new route to the sea.

The second physical threat to Rhodesia is guerrilla warfare. Even while the Portuguese army served as a buffer in Mozambique, Rhodesia skirmished guerrillas along its northern border. Without the Portuguese presence, the tempo of the attack is sure to quicken from bases in Mozambique and Zambia. Its own Black liberationists have been staging guerrilla attacks for two years.

Another threat facing Rhodesia is psychological. Guinea-Bissau obtained its freedom last year soon after the coup. Mozambique obtains its independence June 25. Angola follows on Nov. 11. The toppling of minority white run governments like dominoes strengthens Black nationalistic feelings in Rhodesia.

Blacks outnumber whites 5,500,000 to 260,000 or 25 to 1. 85,000 whites have the vote as compared to only 7,000 Blacks. Of the 64 seat Parliament, whites hold 50 seats. Blacks are confronting the government with stronger and more insistent demands.

The Rhodesian government has been slow to face the implications of the Portuguese coup and has taken a hard line against Black demands and hopes.

Responding quickly to the changing political realities has been the South African government, so quickly in fact, it appears ready to sacrifice Rhodesia for South African national interests. South Africa is seen as preferring to deal with a stable Black Rhodesian government than with an unstable white one.

South Africa possesses formidable military might for the south African region. By sacrificing Rhodesia and making some concessions of its own to its Black majority, it hopes to arrive at a state of detente with its northern Black neighbors.

Soon after the Portuguese coup, the STAR of Johannesburg editorialized: "The real lesson is that true security begins at home. Borders are vulnerable, neighboring regimes change . . .

"Make reform meaningful enough to your own populace, give them a real stake in the future, and there is no need to fear insurgency."

In a November message to the world, South African Prime Minister, John Vorster said: "All I ask is to give South Africa a chance of about six months, I do not ask for more than that. If South Africa is given that chance, they will be surprised at where the country will stand in six to twelve months' time."

The South African Foreign Ministers has hinted that Black regions of the country may be granted independence.

Creeping changes have been made in apartheid. Formerly strictly segregated stores and supermarkets now have Blacks and whites working side by side. Parks, libraries and jobs once reserved for whites are slowly being opened to Blacks.

A surplus South African corn crop may be shipped to countries experiencing a food crisis brought on by crop failures -- Angola, Mozambique, Zambia and Tanzania.

Zambia, Tanzania, Botswana and South Africa have been working together since August to move Rhodesia toward a negotiated settlement with its Black nationalists. A plan that would have brought Rhodesia under Black majority rule within five years if implemented was attributed to South Africa. Rhodesia rejected the plan.

A constitutional conference between the Rhodesian government and Black nationalist leaders was dealt a blow when both sides accused the other of not honoring previous agreements. The government claimed the nationalists had not honored a cease fire while the nationalists countered the government was slow in releasing political prisoners. The government declared "There will never be a sell-out of the white man" and ruled out majority rule by Blacks.

Consequently, the conference that held hope of a negotiated settlement, now lies in limbo. Whether white rule in Rhodesia ends through negotiation or warfare is Rhodesia's choice.

Black Mis-Education...

(Continued from Page B-2)

hired and the first fired," should gear the education of Black Americans to this back of the bus position which we have always occupied in the American economy.

I grew up in a small country village which, in my early years, possessed a two-room school. The "Little Room" had the first four grades. The "Big Room" had grades five through eight. Because some youngsters were needed at home to assist in farming from an early age, the teachers knew that such youngsters should be programmed for discouragement with the formal education process. In this way, the needed farm hands would drop out of school willingly and be far more satisfied with the scant academic education required for farming.

In much the same manner, Black students were discouraged from mathematics courses, since no engineering opportunities would likely be open for them. Not only in selected pursuits but also in the academic process as a whole, Blacks were benignly discouraged "In order that they might not suffer too much hurt and disappointment later on."

Isn't it wonderful how the kindly slavemaster and his agents have always been so thoughtful on our behalf! "Hurt slaves" are angry slaves. The ideal is for the one who is to occupy such a role to be "happy," at all costs.

What is said here is neither a caricatured nor an isolated case. Our Black youth are still programmed this way today. We may find our students taking courses, upon the advice of their kindly teachers and guidance counselors, which enable them to get exceptional high marks, sometimes all "A's."

Then, as graduation nears, the sad story is told. Jimmy and Sister have been taking non-academic courses which teach neither reading nor writing, let alone arithmetic. They are to graduate possibly in June of next year. But their high school diploma will not be an academic one. So Jimmy and Sister will not be able to go on to college.

It is then that we discover that in the seventh or eighth grade, both Jimmy and Sister had each brought home a piece of paper with the school books which looked innocent enough and which, Jimmy and Sister explained, had to be signed by their parents and returned the next day.

Otherwise, they would have to stay after school for several days of "detention;" that is be punished for misconduct. So the innocent-looking paper was signed, as it has been for hundreds of thousands of Black young people now for generations. The paper indicated that it was agreeable with Momma and Poppa that Jimmy and Sister take courses in citizenship and social adjustment coupled with a variety of other helpful courses at which they would be especially adept such as "gym, lunch and looking out the school window."

The moral here is that the agenda of many, if not most, of our public schools does not square with the Black community's needs for liberation, growth into the capacity to consider wide vocational choices and the desire to reach for those special stars in our sky, the attainment of which signify human fulfillment.

Black parents and young people must work closely together to set high goals and then cooperate to assure their achievement. Our purposes may square at many points with those of our schools and it is at these points that we must cooperate to the full. Still we must be alert not only as parents but also as a community to make certain that Jimmy, Sister and all of our youth are educated for freedom and not programmed for exploitation or enslavement.

Small Business Money...

(Continued from Page B-3)

place on those businesses that might otherwise be able to survive this new crunch but continue to be under capitalized.

The impact of cut-off capital sources for struggling small businesses on the one hand effectuates imminent demise and on the other hand kills the concept of community economic development.

We can only hope that other banks will not follow First National City's Banks lead. But should this develop into a trend, it will be necessary to call on the Congress to shore up the future of small and Black businesses in America.

Even if SBA were to permit guarantees of loans at the going market rates, money would be available but at a cost that would be prohibitive to those who need it the most.

One possible and immediate solution would be for SBA to increase its direct loan program to small businesses. In any case, some sound solutions had better be forthcoming soon or we might lose one of the most important elements of business in this country.

I am reminded by the remarks which James Roosevelt, son of the late former President Franklin Delano Roosevelt, made at our 74th Convention when he said, "Small businesses sustain the economy of small communities and support and diversify the economy of larger cities. They assure competition and their existence helps encourage hundreds of thousands of Americans to start new businesses each year, which is vital to a healthy economy and the preservation of the free enterprise system."

I believe that. I think the Black community believes that. And to make sure that nothing changes that partnership, we had better get all down to business.

Employment Need...

(Continued from Page B-2)

50), the bill provides for a federal guarantee of employment to all persons willing and able to work.

During periods of economic instability, the bill gives the Federal Government the needed machinery for assisting the job seeker find a job when he can't find one in the private sector.

In a time like the present recession for example, ifwe had a Full Employment Act, the current 6.5 million job seekers would not be unemployed, walking the streets, and not knowing how they are going to survive.

They would be employed, through a combination of contracted negotiations developed between the private sector and the federal government, or they would be employed, on a temporary basis as productive public service employees.

They would not be collecting unemployment insurance, or filling up welfare roles, or committing desperate acts of crime because they were out of work.

They would be helping this country once again become the major producers of goods. They would be paying taxes and contributing to the general welfare. They would be helping this nation overcome its 12.5 per cent inflation rate, its 7.1 per cent unemployment rate, its devalued dollar (which currently is worth about 65 cents), and its underproduction of goods.

In short, full employment would help us get it all together -- once again.

Ford Follows Through...

(Continued from Page B-3)

the test of constitutionality but collectively would slash black registration figures.

That President Ford chose the birthday of Martin Luther King, Jr., to announce his support for extension also shows his sensitivity to the memory of the man who led the winning fight to extend the right to vote to Black people.

Blacks have a lot to complain about in regard to many Administration policies, but Mr. Ford's appointment of William Coleman and his backing extension of the Voting Right Act prove that he is willing to listen and to accept advice of Black leadership, and that he is concerned about including Black citizens in the mainstream of American life.

In times that need bold action to improve the lot of Black Americans that may not be as much as we hoped for, but it is a big improvement over the attitude of the previous tenant of the White House.

700 Christians Meet At Shiloh

by REV. VINCENT THOMPSON

Last Saturday morning at 6 a.m., 700 Christians met for the Statewide Ushers of California Spiritual Retreat in Shiloh Baptist Church, Rev. W. P. Cooke Pastor.

Young adult ushers came from every town and city in California. Young people from almost every denomination, were represented at the gathering.

President, Gladys A. Brown, made the remark that it was another wonderful Christian event making Jesus real in the lives of people.

Officers of the Statewide Ushers are Blanche Sutton, Counselor; Clovis Johnson, co-counselor; Patricia Harper, Chairman; Helen Helton, senior state president; Douglas Young, host district president.

The theme of the Retreat, was "We Care: You Count," from St. Luke 10:33-34.

Three ministers gave the word for the Ministerial Inspiration sermon with yours truly, Rev. Thompson, speaking first.

The Rev. Donald C. Johnson, Shiloh Baptist Church spoke 2nd. And the Rev. William Bibb, First Baptist Tabernacle Church spoke 3rd. The Rev. Swann gave the Prayer and officated. The Service closed as Rev. Thompson lead everyone in singing "Amazing Grace." Everybody shook hands and left the rest to God.

CHURCHMEN MEET

Rev. Donald C. Johnson, Shiloh Baptist Church, Rev. Vincent L. Thompson Religious Editor THE SACRAMENTO OBSERVER and Rev. William Bibb, First Baptist Tabernacle Church.

1974-Year Of Progress

by CHRIST TEMPLE MISSIONARY BAPTIST CHURCH
Sacramento, California
by DR. J.E. PETTAWAY, Pastor

The Church and the District Association are faithful in assisting the Pastor and delegates in attending all District, State and National meetings. Sis. E.M. Pettaway, attended the midwinter Executive Board of the National Baptist Convention of America in Houston, Texas.

The auxiliaries of Christ Temple demonstrated a fine spirit in carrying on successfully with their annual days. Starting with the Brotherhood in April led by Bro. Jim Ballard. The Jr. Mission in May Sis Doris Valdry, Pres. The Senior Mission with three circles -- Ruth Circle-President Ruth Butler, Esther Circle - President L. Gooden, Naomi Circle-President, E. M. Pettaway -- under the leadership of Sis. M. F. Ellis, who went to the Holy Land last year and was miaracuously inspired.

The Sunday School is running smoothly under the leadership of Bro. J. H. Logan, Superintendent for 19 years. The Baptist Training Union, one of the hardest of all auxiliaries to keep alive, is growing under the direction of Sis. Dozie Williams.

The Music Department did a fine job under the supervision of Bro. Elmer Edwards, Bro. Robert Butler, and Sis. Lugenia Gooden, Sis. Gladys Richards and Sis. Lucille Armstrong.

The Church celebrated its 20th anniversary with Homecoming services with Dr. R. T. George of Antioch Baptist Church of Oakland, California, and Rev. W. P. Cooke, Shiloh Baptist Church of this city. Dr. George brought buses and cars full of his people. We had dinner in Christ Temple's Social Hall. The finance raised was more than $2,000. And just thirty days later we celebrated twenty years of service to the Pastor and wife, with Rev. Z. Denham of God's Throne in Stockton, California. Rev. C. B. Holmes of Morning Star, Sacramento, and Rev. E. L. Thames of Paradise in Sacramento. Dr. A. H. Hights of St. John, Sacramento helped us close the celebration on the following Sunday.

We are looking forward to burning our mortgage in 1975.

The Pastor called a Council and ordained eight deacons in Christ Temple. A "Get Acquainted" dinner was held for ministers and deacons and wives of Christ Temple at the home of Deacon and Sis. Willie Hearne. Sis. Hearne is chairlady of the Deaconess Board. Pastor Pettaway offered prayer for and counsel to the group. Attending ministers and their wives were Rev. and Mrs. J.D. Marshall, and Rev. and Mrs. A. J. Carlisle.

The Progressive Missionary Baptist Association of Northern California, is serving in a large margin through the SS and BTU Congress and Women's Auxiliary and is making progress under the moderatorship of Dr. J. E. Pettaway for 18 years. The annual session was held at the Corinthians Baptist Church, Stockton, California, Rev. H. L. Leonard, Pastor. The moderator was at his best, he was led and overshadowed by the Holy Spirit in his annual address.

The women's department Sis. Mary Nelson, president, and her co-worker Sis. A. M. Pettaway, and others close to her side, experienced great success on their annual day held the second Sunday in April each year. Their apparel of white dresses had the resemblence of angels.

The Sacramento Observer

RELIGION

JAN. 30 - FEB. 5, 1975 PAGE B-5

A Trip To The Holy Land

by SIS. MINNIE F. ELLIS

My trip really began Sunday, February 24, 1974. I left my home at 10:30 to spend the night with an unseen friend in Oakland, California. This would make it easier to be at San Francisco International Airport at 5 a.m., on Monday morning.

I went through all the necessary procedures there, and departed for New York at 6:45 Monday morning. I arrived in New York at 4:45 Monday evening.

I went through customs, changed airports and departed from New York at 7:45 EST. I was bound for Telaviv. The flight time was 11 hours and 30 minutes. I landed in Telaviv Tuesday morning which was Monday

(Continued on Page B-8)

God Has The Program For You

GOD'S DIVINE PROGRAM
YOU MUST COOPERATE
MARK 4:1-4

"God has a program for every person who is born into the world. This is a divine program and every person has within himself the divine possibilities of becoming what God wants him to be."

In addition, God has placed in the world all that we need to encourage us and to help us. So then, there is within us and all around us, everything that is needful to make us what we ought to be.

But in spite of all of this, there are those who are so stubborn and hardhearted, that they are dead as far as the good things within them and around them are concerned. The sowers who sow good seeds get no response because the soul refuses to permit the need to take root and grow.

This parable points out to us that unless we who hear the word of God and know His will, do something about it. The world would not become any better because we refuse to respond to God and to cooperate with Him. Gods program requires our full cooperation.

But some people have allowed themselves to become unfit subjects who cannot respond to Gods overtures.

They have allowed all kinds of evil ways to come into their lives, hardening and killing their souls to such an extent that Gods call to them falls upon deaf ears as the seed which "fell by the wayside, and the fowls of the air came and devoured it."

These are the hard-hearted people who have no real place in their lives for God because they have given their souls to the unworthy things. Instead of allowing God to reign supreme in their lives, they, like Judas, allow secondary things and secondary people to take over.

Are such foolish and hard-hearted people lost forever? Our Bible says No! "Let the wicket foresake his way, and the unrighteous man his thoughts; let him return to the Lord, that he may have mercy on him, and to our God, for He will abundantly pardon."

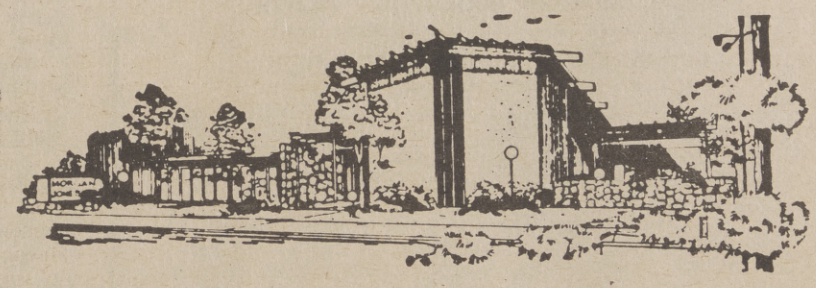
"If my people, who are called by My name humble themselves, and pary and seek My face, and turn from their wicket ways, then will I hear from heaven, and will forgive their sin and heal their land."

So even though some people are stubborn and hard-hearted now, they still have an opportunity to cooperate with God and make their lives count for something worthwhile.

Why not start this Sunday by going to Church. God wants you to go to Church. The Church is Gods Program.

MORGAN JONES - - - Chapel of Chimes

Mrs. Charles Jones and Sons



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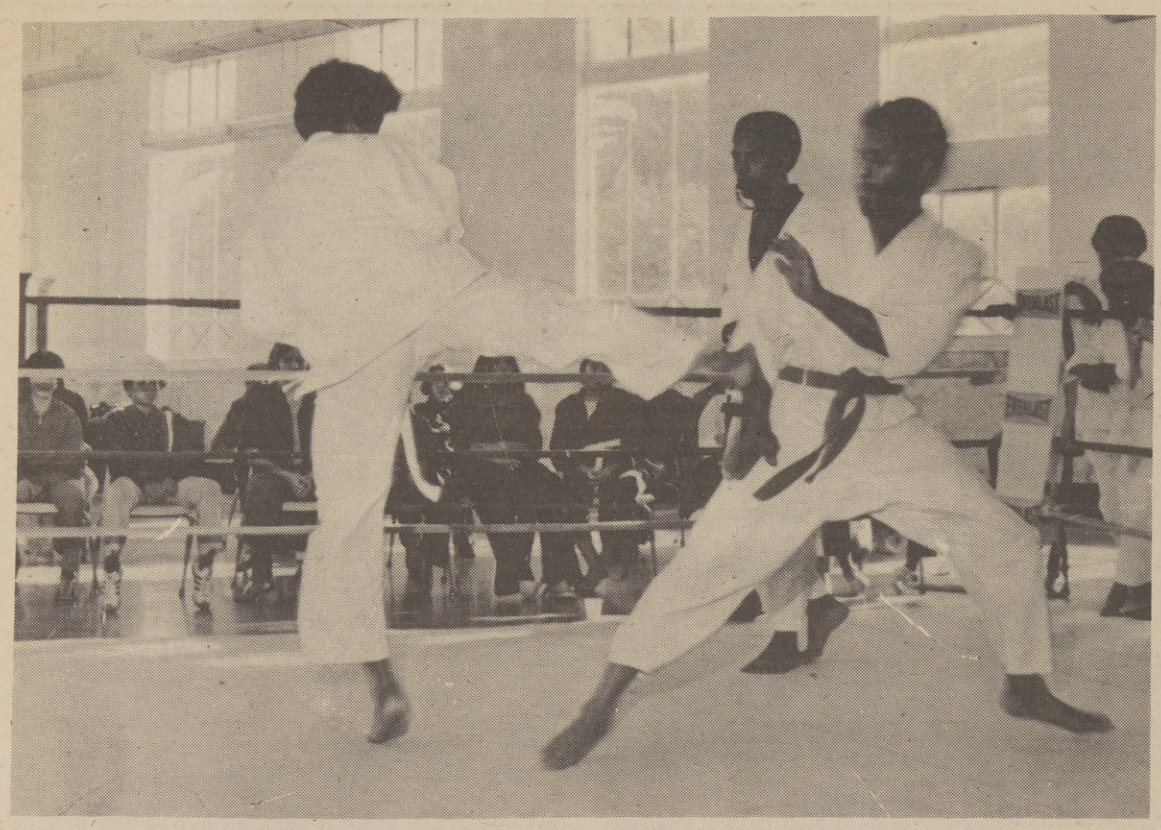
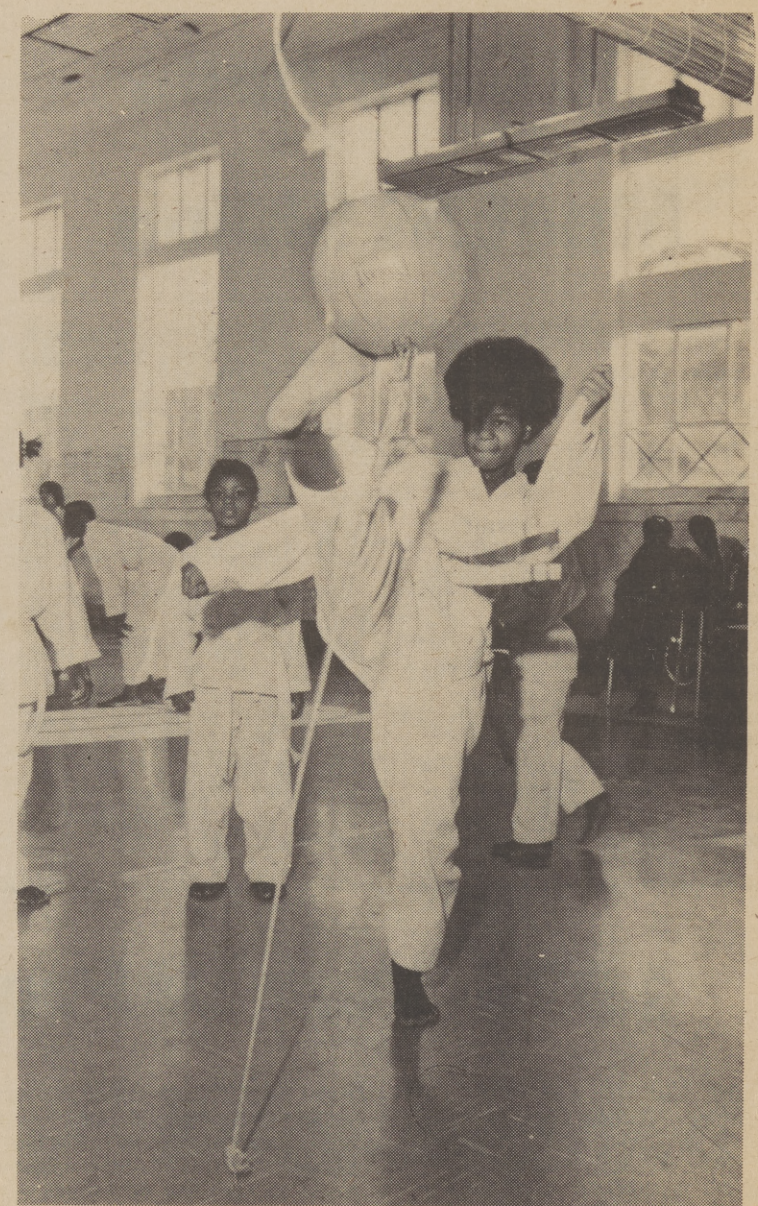


Roy Foreman lunges at his opponent, John Hawkins as referee Frank Wallace looks on.



Vickie Perridon shows her kicking ability.

Karate Classes In Oak Park

Last Saturday the Oak Park Athletic Center's karate students hosted a competition with members of the Washington Athletic Center and the Cordova Karate School. The center will host two more karate competitions on February 8 and 22.

Only in its first year of existence, the Oak Park Athletic Center is well on its way of becoming the sports center of Sacramento.

The main attraction of the center is the karate class. Participants range from age 6 to 27. There is no minimum or maximum age limit.

The Athletic Center also features classes in boxing, weightlifting, body conditioning, wrestling and gymnastics. All services provided by the Center are free.

The center is located at 3418 Broadway, and is open Monday through Saturday, from 10 a.m. to 9:30 p.m.

For further information, contact Aaron Connors at 455-6179.

The Sacramento Observer

SPORTS

JAN. 23 - 29, 1975 JAN. 30 - FEB. 5, 1975

K-POP 1110 AM
K-PIP 93.5 FM
SPORTS SCHEDULE

Tuesday, January 28th
San Juan vs La Sierra
7:20 p.m.

Wednesday, January 29th
Golden State vs Detroit
6:15 p.m.

Friday, January 31st
Golden State vs Chicago
5:15 p.m.

Elk Grove vs Hiram Johnson
7:50 p.m.

Sunday, February 2nd
Golden State vs Kansas City
11:45 a.m.

Tuesday, February 4
Golden State vs Houston
6:00 p.m.

Roseville vs Del Oro
Approx. 8:00 p.m.

PRE-SEASON SPECIAL

Save up to $7.50 at Golden Gate Fields.

For a limited time, purchase special discount ticket books for the 1975 thoroughbred racing season at Golden Gate Fields.

GRANDSTAND DISCOUNT BOOK.
10 admissions—$17.50. You save $5.00

CLUBHOUSE DISCOUNT BOOK.
10 admissions—$27.50. You save $7.50

Purchase books by mail c o Special Events (incl. 50¢ mailing charge) or Monday through Friday at Golden Gate Fields at Administration Office. Make checks payable to Golden Gate Fields.

Coupons are good any time during the 1975 meet—February 7–June 14. Unused tickets are not refundable. Take advantage of this pre-season special now and save! Purchase books thru February 14.

Golden Gate Fields
P.O. Box 27, Albany, California 94706

March Roundball Tourney

Information concerning the Eighteenth Annual March of Dimes Basketball Tournament is now available at the Sacramento City Recreation and Parks Department. The dates for this year's event are March 7, 8, 9 and March 15 and 16, 1975.

As in the past, the purpose of this Tournament is to raise funds for the National Foundation of the March of Dimes.

Over the years, in excess of $17,000 has been turned over to the Foundation to aid in the fight against crippling diseases.

The entry fee for this Tournament is $30. All entries are due no later than Wednesday, February 19, 1975.

Further information regarding the Tournament may be obtained by contacting Julius Resendez, at the Sacramento City Recreation and Parks Department, 3520 5th Avenue, or by calling (916) 452-5681, extension 65.

K-POP 1110 AM
K-PIP 93.5 FM

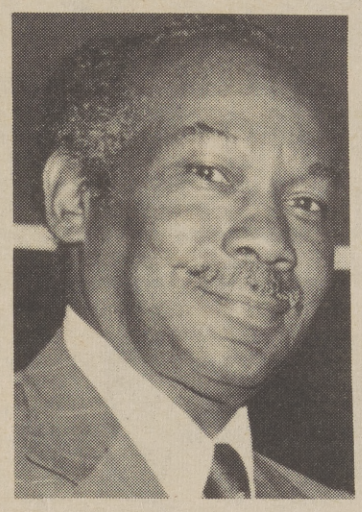
Sports Complex In Confusing Tail Spin

"Study and indecision presently," is the situation Dr. Carlton Adams describes Sacramento's Sports Complex Committee to be in. Despite such conditions, however, the committee has "half - way decided" what their June report to the Sacramento City Council will contain concerning Sacramento's milti-competition facility needs.

Dr. Adams, the committee appointee through his association with California's State Athletic Commission, asserts that "Hughes Stadium (razing or restoration) is not part of our concern. We are studying through a consultant, whether or not present local facilities are adequate."

If an inadequate situation is found to exist, then the committee must determine the complex' sports needs, with subsequent study of appropriate stadia packets. Facility packets (potential complex blueprints) include single multi-use turf facilities, and base-type facilities with separate fields (for baseball, field hockey, football, and soccer competitions) and an indoor gymnasium (for basketball, bymnastics, wrestling, etc.).

Dr. Adams confides that



LAWSON

"there is a need" for such a competition center, with his opinion based on the observation that "the (Memorial Auditorium) is obselete for indoor sports."

Such a complex "will cost the public since it isn't a self-financed project," Dr. Adams added.

Such an approved city-county (through the aid of taxes) project "will stimulate a few jobs" for the Black community, Dr. Adams anticipates. "Sports, after 13 years, has improved relations and economics at least through high school level."

One of those City Council members who will review the June report, is Herman Lawson, who believes Sacramento "... needs a sports complex. We are putting too much money into Hughes Stadium."

This, Lawson speculates, could be detrimental towards financing (or for that matter, planning) a sports facility.

Councilman Lawson is not necessarily in favor of decimating the decades of old Hughes Stadium. Instead, Lawson proposes that "Hughes Stadium should be used for local school (high school and college) activities, and the proposed sports complex be used for high class professional and semi-professional competition.

Hughes' absence from local high school games would force Tuesday night's gridiron encounters instead of Friday night events.

In aspects towards the Black community, Lawson observes that "there has been an increase in team competition by Black athletes, and there are more Black fans in the stands. Employment on this complex would be token. Say if there were 50 openings, three would be filled by Black people, unless something is pushed."

If such a complex is realized, will Hughes Stadium be razed into dust?

Councilman Lawson thinks not since, through his political vantage, he sees that "Hughes Stadium will be brought up to earthquake standards."

GETTING READY

It's all aboard for Sports Expo '75, Northern California's number one sports, boat and recreation show. The show will open February 13, for a five-day run at Cal-Expo.

Women Take Sports Seriously

The gap between women's and men's intercollegiate sports programs at the University of California, Davis, is decreasing as women's intercollegiate sports are increasing in both levels of participation and opportunity to compete.

"One of the reasons for higher participation levels in women's intercollegiate sports is that they are being taken more seriously, and participants are realizing what it takes to be successful," said Pam Gill, one of five coaches in women's sports at Davis.

"Women involved in the intercollegiate program are now specializing in one sport more often than they used to and sacrificing the time it takes to become good at it," said Gill. "They spend the same amount of time practicing as the men do, approximately 2-hours-a-day, 4-days-a-week, plus travel, and they know you can't put that much time into more than one sport if you want to be good."

Alberta (Cookie) Arrighi, a third-year student from San Rafael and UCD's 1973 Woman Athlete of the Year, agrees.

"Women are also taking intercollegiate sports more seriously because they are becoming more aware of their ability to go out for sports competitively and are realizing that these sports offer a chance for involvement and a good physical outlet," Arrighi said.

Both women also acknowledge the increase in opportunity for women's intercollegiate sports.

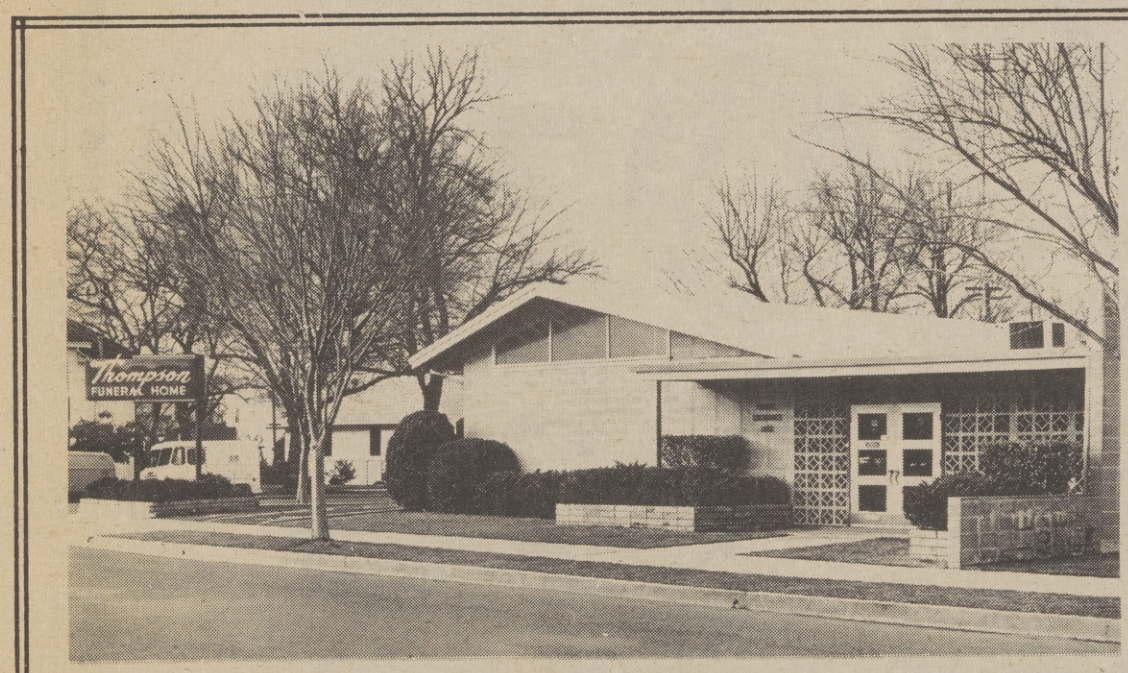
"In my first year at Davis, women didn't have the extensive program that now is developing.

Hobby Show

The City of Sacramento Recreation and Parks Department is now accepting sign-ups for the 1975 Senior Citizen Hobby Show.

The show will be held Sunday, March 2, 1975 at the 27th and J Senior Center. Anyone 50 years of age and older is eligible to participate.

If you have a hobby you'd like to display please call the department for a registration form. Contact Dave Mori, 452-5681 before February 17th.



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WINTER SPORTS INFORMATION LINE –
24 HOURS DAILY – DIAL 766-7760

"KJAY SOUNDS LIKE FUN"

A Trip To The Holy Land...

(COntinued from Page B-5)

their time (this was due to the 9 hour time difference). We had lunch and began our tour.

The first stop was the sunken port of Caesarea, on the shores of the cast Mediterranean Sea. My first and second nights were spent at Tiberias overlooking the Sea of Galilee. The next morning, I rode across this sea to visit the Golan Heights at the mouth of the River Jordan. I then went to Nazareth and saw the site where Jesus performed his first miracle in Cana.

I went from Dan to Beer-Sheba (where Abraham dwelled) and saw the tomb of Abraham, Sarah Isaac, and Rachel. I saw the site where Jesus raised the widow's son from the dead.

From the Dead Sea, I went on top of Calvary, to the tomb of Jesus and then to the birthplace of Jesus. I stayed seven days and nights in Jerusalem. I saw all the gates of the city, the tomb of Lazarus, and the well of Samaria. By bus, I rode through the wilderness of Judea and saw the Fallen City of Jericho which fell after the Battle of Jericho.

No city can be built in that same location, so they have Jericho One, Two and Three. I could write a book on all the many things I saw and perhaps some day I will, based on all my notes taken there.

The climate there is about the same as Sacramento's. In fact, the country side is very similar to the great Sierra between Sacramento and Nevada. I would enjoy another trip to the Holy Land -- which includes a flight over eight countries. This allowed me to see the snow-capped Swiss Alps shining against the sun. It also gave me a chance to see the islands of Greece and many other wonders.

I will continue to pray for God to allow me to live to spend another ten days in the land of the Patriarchs, which I shall never forget.

A's Season Tickets On Sale

Orders are being taken for full season tickets for the A's 1975 season which includes 81 games to be played on 77 dates. There will be four doubleheaders.

Season ticket prices are: lower deck and loge -- $321.75, second deck - $250.25, and third deck - $214.50. As in the previous years, the full season ticket purchases are entitled to purchase their locations should the A's participate in the Championship Playoffs and World Series. In addition they have four options for each seat held.

There will be 12 weekends played at home, and two holidays (Memorial Day and the 4th of July).

For information on the selection of seat locations fans can write the Ticket Manager, Oakland A's, Oakland Alameda Coliseum, Oakland, Ca. 94621; or call 762-3100.

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$1.44 Yd.

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• Casements • Satins • Nubbles • Prints
Undetermined fiber Content
88¢ Yd.

100% Polyester
PRINTED KNITS
• 2 to 5 yd. lengths • Interlock prints • Printed double knits • 60" Wide
$1.97 Yd.

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Consumers Buy Goods Endorsed By TV Ads

Sex appeal in a tube. "Whiter" whites in a carton. Domestic bliss from a coffee can endorsed by a little old lady.

You may emit a sarastic "Ho, ho, ho" when you see these advertisements on television, positive that they don't convince you to buy. But whether you "Ho, ho, ho," or react with a "Blech" when you view the ads, when you go to the supermarket, studies show that you are buying what they are selling.

On Saturday, February 1, a group of concerned media and marketing experts will discuss their observations about consumer behavior and dilemmas in a special one-day course offered by University of California Davis Extension. Sacramento newsperson Bill Harvey, Joni Blunden and Lee Smith; consumer protection specialist from the Federal Trade Commission, Barry Miller; Frank Greer from the San Francisco Publis Media Center, and California State University marketing professor Joseph Kilpatrick will take a look at how the media affects us, as consumers.

They will talk about problems consumers reporters in the media face; how to become effective, informed, and defensive consumers; the relationship between governmental agencies, advertising, industry and consumer prices; effects of the media on consumers tastes, behavior and rationale; defenses against hidden persuaders; false and misleading advertising; effects on advertising on industry competition, innovation and product price, and action alternatives for consumers.

Coordinated by Jean Kinsey, lecturer in the agricultural economics department at U.C. Davis, the course, The Consumer and the Media, offered 1 quarter unit of Extension credit. It meets Saturday, February 1, from 8:30 to 4:30 p.m. in the Little Theatre of John Kennedy Senior High School, 6715 Gloria Drive, in Sacramento.

For further information and enrollment contact University Extension, Room 4445 Chemistry Annex, University of California, Davis, CA 95616. Telephone (916) 752-0880; Sacramento residents may call toll free by asking the operator for Enterprise 1-7528.

GOOD MODEL

Karen Tillson a model representing "Mannequin Manor," was named 2nd Runner-up in the "Modeling Association of America Model 1975" contest in Miami, Florida. Miss Tillson was chosen from among 36 contestants, screened earlier in New York, from modeling schools and agencies throughout the United States, Canada, Guam, Puerto Rico, and Venezuela. The Pageant will be aired on National Television Thursday, January 30th, on the "Wide World of Entertainment."

Camelia Fest Tickets Available

Tickets for the Camellia Festival's International Friendship Luncheon now are available at the Camellia Festival office, 724 J Street, Room 101, from members of Sacramento's ethnic groups.

The 1975 lunehcon, set for 1 p.m., March 8, in the Sacramento Inn Martinique Room, will honor Yugoslavia. Honorable Sime Karaman, Consul General of Yugoslavia, will come from San Francisco to be a special guest. Entertainment by Yugoslavian dancers and musicians will be featured at the $6.50 event. Seating is limited to 500.

Representatives of 15 ethnic groups, who comprise the International Friendship Committee. are expected to participate in the luncheon and Camellia Festival Parade and to display curtural artifacts at the new Community/Convention Center in conjunction with the 51st annual Camellia Show, March 1 and 2.

Ray Gosovich, general chairman, announced the luncheon committee members are Vincent F. Stanich, chairman; George Valerio, co-chairman; Judge John Boskovich, master of ceremonies; Andrew Smolich, seating arrangements; James Mikacich, entertainment; Ruby Riolo, decorations; Ron Angell, food and refreshments; Nick Culjis, Jr., program and ticket design, and Peter Perich, ticket sales.

Classes For Gifted

An expanded series of six mini-courses for gifted children from first through eighth grades begins Feb. 8 at American River College.

The 12 sections group youngsters in three age categories to study such subjects as ekistics (man and his environment), geography, cartooning, communication skills, "clownology," computers, chemistry and local birds and animals.

The program was designed for the exceptional student, particularly those who have been found eligible for "gifted" programs.

In-person registration can be completed at the Evening College office, 8 a.m., to 9 p.m., Monday through Thursday and 8 a.m., to 4:30 p.m., Fridays. More information is available by calling 484-8405.

The Sacramento Observer

SOCIAL WHIRL

JAN. 30 - FEB. 5, 1975

Emergency Aid For Aged

Governor Edmund G. Brown Jr. --- at the request of State Senator George Moscone, D-San Francisco, and Assemblyman Barry Keene, D-Eurkea---ordered an emergency allocation last week of $8.4 million in state funds to provide contuning in-home care for 66,000 blind, aged and disabled Californians.

Without the allocation, the "Homemaker/Chore Services Program" would begin running out of funds within a matter of weeks.

At a news conference with Moscone and Keene, the governor explained the program provides full or part-time in-home assistance to the blind, aged and disabled who would otherwise receive no such aid or be forced to leave their homes and be placed in hospitals or nursing homes.

Brown acted after meeting with Moscone and Keene. Moscone is chairman and Keene is vice-chairman of the legislature's Joint Committee on Federal Social Security Amendments of 1972.

Brown said the program enables the people served to remain in their own homes close to their neighbors and families.

The governor explained that the program is new, and has not yet been subjected to systematic reviews or adequate controls, "which I am ordering today to insure that these funds are spent wisely."

He said there are two goals: to enable those person in need to receive good care, and to insure that costs are brought in line with available funds.

Brown said a complete review of the program will be made to develop innovative and less costly ways of providing care.

Locals To Host Fete For Greene

Three noted Sacramentans will host a fund-raising reception to aid Assemblyman Bill Greene's bid for the California State Senate, and Lt. Governor Mervyn M. Dymally and four state assemblymen will be special guests.

Dr. James Martin and his wife, Archelene, a Civil Service Commissioner for the County of Sacramento, will join Mrs. Thomas G. Daugherty, wife of Sacramento County's first Black municipal court judge, sponsoring the affair which will be held in the Martin home, 8312 Carlin Avenue, on February 9, at 4:00 p.m.

Assemblyman Julian Dixon, (D-L.A.); John Miller, (D-Oakland; Leon Ralph (D-L.A.); and Curtis Tucker, (D-L.A.) will attend as special guests.

Donations are $15 a person, and $25 a couple.

INSIDE THE WHIRL

Hairstyles

Jenee Huitt tells how to create a fashion image...C-2

'New Spirit'

Merv Dymally was sworn in as California's Lt. Governor...C-4, C-5

Party

The Sacramento Urban League held a special Family Party'...C-7

Fashionable Facts

by Jenée Huitt
OBSERVER FASHION EDITOR

Have A Seasonal Plus Wardrobe

What you buy now should not only pick up your winter wardrobe but be the storter for all the best looking spring wardrobe you've ever owned. It's really a matter of buying seasonal materials and colors that will work well with what you already have in your wardrobe.

Here are a few hints to consider before you go on that shopping spree.

Shop around and get to know more about materials and how to care for them. Make sure the color's are seasonal, such as:

Navy, Black, Red, Yellow, Pink, gray, bone or tan. Select items that can easily team up with other pieces you can wear from January to June.

Stay within your budget. Know what you already have and what accessories you need to make it complete.

Try to stay away from two of the same thing, such as you see one item you really like so you buy two of the same thing. If you do buy more than one, make sure they are a little different either by color or shape so you will have a different look each time.

The idea is to stretch your wardrobe with those little extra's like - hats, scarfs, and jewelry without spending a lot of money.

Young Ballets At Playhouse

"New Ballets For Young People," 1975 series, directed by Marguerite Phares, will be presented by the Theatre Ballet Association of Sacramento, at 2:00 p.m. every Saturday beginning February 1st through March 15th at the Stage Door Comedy Playhouse located in the Sacramento Inn Plaza near Arden Fair Shopping Center.

"Thumbelina", choreographed by Lisa Phares Marchand, is danced to orginal music by Linda Dawson with narration by Randy Fechter and the TBA puppets. Alternating as Thumbelina will be Vicki Poston and Robin Arute. Other leading roles in the cast of 25 will be taken by Jill Griffing, Linda Talcott, Art Cummings, Susan Adams Gary McKenzie, Mitzi Sustrick, Heidi Schwartz, and Jance Kato.

Additional shorter ballets, contemporary, jazz, and classical, will be added to make up a well rounded, varied program. Completing the program will be "Simple Symphony", music by Benjamin Brittan and choreographed by Robert Ronan and "The Heart of Pierrot", a tale of a love stricken clown. Music is from Adam's 'Le Diable a Quatre' and choerographed by Marguerite Phares.

Participating will be members of the Theatre Ballet Concert Group a fully accredited performing member company of the National Association for Regional Ballet and a member of the Pacific Regional Ballet Association.

For ticket information and group rates call Ms. Lois Hunt. 483-1850.

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Splendore In the Grass

A man doesn't have to go far afield to find splendor in the grass.

Thanks to Jovan, the man can show his own grass roots right at home, thanks to the newly-introduced Grass Oil Aftershave/Cologne for Men.

Slightly more than a year after introducing its best selling Musk Oil for Men, Jovan has blended wild grasses and expensive oils into a potent and long - lasting aftershave/cologne.

Nature abhors a vacuum. So does Jovan. So the sweet, earthy scents of wild grass have been recreated in the four ounce bottles.

To get off to a fresh start, Jovan suggests that he splash Jovan Grass Oil Aftershave/Cologne on his face, neck and chest. Then inhale the earthy freshness and be ready to face nature.

Jovan used natural originality when it designed the packaging for this wonderful men's product. A silver-crowned flask of Jovan Grass Oil Aftershave/Cologne for men comes encased in a green and silver outer package that is as much fun to read as receive.

The package describes the contents as "an earthy stimulating scent that weeds out the men from the boys . . . a provocative scent created to help you get things off the ground."

With Grass Oil aftershave, Jovan suggests any man can "cultivate your own splendor in the grass. Or anywhere else... And have a field day."

Priced at six dollars, the four-ounce green flask in its grass green package can be found at drug, department and specialty stores throughout the country.

Consumers At Agents Mercy

The California Commission on the Status of Women today released the findings of a six-month-long study entitled "Women and Insurance."

At a capitol press conference, Anita Miller, Chairperson of the Commission, charged the insurance industry in California with discrimination against women and minorities.

"The complex terminology and the lack of regulations controlling the industry force consumers to be at the mercy of their agent," Ms. Miller said. "This is often their only contact the giant corporation that insures them."

The report charges insurance companies with perpetuating myths about women while determining rates and classifications for their policies. It also accuses the companies of keeping underwriting manuals almost totally confidential.

"Prospective buyers are never informed on how or why they are charged in particular rate," Ms. Miller added. "If underwriting manuals were open for public scrutiny, insurance companies would be forced to change these antiquated attitudes."

During the press conference Ms. Miller called on all woment, minority and consumer groups to join with the Commission "in calling for the Legislature to take affirmative action" in correcting discriminatory practices.

The Commission made several recommendations for legislation including the public filing of underwriting manuals with the Department of Insurance.

A recommendation that all group health insurance plans should include benefits for pregnancy and family planning was also included.

"Ninety percent of all health services required by women are vertility-related," said Ms. Miller. "We question the industry's attitude that pregnancy is a voluntary and intentional condition."

The 60-page report is available upon request from the California Commission on the Status of Women, 926 J Street, Suite 1003, Sacramento 95814.

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COUNTRY CLUB FLORIN CENTER

Blacks Get Top Posts In MDA

LOS ANGELES - (Special) - Five distinguished members of the Black community this week, were elected to leadership posts in the Muscular Dystrophy Association (MDA). Elections were held at the Century Plaza Hotel here during the national voluntary health agency's Annual Meeting.

Elected to Corporate Membership in the Association, were Pearl Bailey, and Metropolitan Opera Star Shirley Verrett. Also elected to MDA Corporate Membership was Frank J. Robinson, president of MDA's Southern Ohio Chapter. Corporate members serve as policy-makers for the Association and elect the Board of Directors.

Elected as National Vice Presidents of the voluntary health agency were National Association for the Advancement of Colored People (NAACP) executive director, Roy Wilkins and Tony Award-winning star, Virginia Capers.

Sylevester L. "Pat" Weaver, Jr., was elected president of the national voluntary health agency. Mr. Weaver, nationally noted communications consultant and former president of the National Broadcasting Company, has served as first vice president of MDA since 1973. MDA president, Henry M. Watts, Jr., retired after leading the organization for the past seven years. Mr. Watts, a Philadelphia stockbroker and former chairman of the Board of Governors of the New York Stock Exchange, will move into the newly-created position of chairman of the executive committee.

Jerry Lewis serves as National Chairman of the Association; Mrs. Gerald R. Ford is Honorary Chairman.

In his address to the Corporate Membership, Mr. Watts noted that there can be little doubt now that neuromuscular disease will ultimately be conquered.

He said that "A major step in this direction has been accomplished with the establishment, during the past 18 months of six neuromuscular disease research centers.

"These centers, located at five major medical complexes in this country, with a sixth at the University of London, represent the best hope yet for the answers we are seeking. Teams of scientists at each center employ a multi-disciplinary approach to study specific problem areas in neuromuscular disease. We hope soon to announce -- perhaps before the close of the current fiscal year -- the opening of several new centers at major universities in a further implementation of our center concept."

MDA maintains a network of free diagnostic and treatment clinics throughout the United States and in Puerto Rico and Guam. Fifteen new facilities were added in 1974, bringing to 145 the total of MDA clinics now in operation.

John J. Gardiner, a Philadelphia accountant, who was re-elected treasurer of the agency, reported that, in MDA's most recent fiscal year, essential program activities -- including research, patient and community services, and public health and professional education -- absorbed 81.1% of the Association's national expenditures. Gardiner said that 14.5% was spent on fund raising and 4.4% on administration.

Officers and members of the Chatterbox Social Club include, left to right, Mr. and Mrs. Joe Malone, Mr. and Mrs. Frederick Gayle, Jr., Mr. and Mrs. Robert Wells, Mrs. Johnnie Davis and Usher, Mr. Kenneth Malone. Mr. and Mrs. William Chapman, Mr. and Mrs. Ernest Dixon, Mr. and Mrs. Jack Porter, Mr. and Mrs. Rhett Bates, Mrs. Georgia Bush, and son Mr. Ervin Bush, Jr.

'Chatterboxes' Hold Ball For 450

On Saturday, January 4, 1975 the Ladies of the Chatterbox Social Club, presented their 6th Annual Ball at The El Rancho Hotel.

The new coveted affair where traditionally each lady carries a cluster of nine balloons representing, in number, the clubs membership, and in color the ladies gowns.

More than 450 people witnessed the beautiful affair. The club was entertained by the Ken Britton Dance Group.

The Chatterbox is 6 years old under the auspices of the President, Mrs. Frederick Gayle, Jr. While it successfully functions socially, it is cognizant and sympathetic to the ever present needs of people and community around it.

A donation was presented to The Sickle Cell Anemia Association. Local disc jockey, Carver Barney, served as MC for the presentation and live music was presented by Bill Anderson and The Soul Mates.

Officers of the Chatterbox Social Club are: Mrs. Creola Gayle President; Mrs. Ivoia Dixon, Vice President; Mrs. Blonzee Davis, Recording Secretary; Mrs. Rebertha Chapman, Financial Secretary; Mrs. Rose Malone, Assistant Financial Secretary; Mrs. Ella Bates, Treasurer; Mrs. Genevine Porter, Business Manager; Mrs. Georgia Bush, Social Chairman; and Mrs. Janice Wells, Decorating Chairman.

Negro Fund Supporters Will Meet

More than 500 students and graduates of colleges and universities affiliated with the United Negro College Fund will come together for the 29th annual conference of the National Alumni and National Pre-Alumni Councils in Memphis, Tennessee on February 6-9.

Using the conference theme, "A Mind Is A Terrible Thing To Waste," alumni and pre-alumni members will be joined by the schools' development officers at the Rivermont Holiday Inn where they will develop strategies for preserving and strengthening the UNCF member institutions.

Guest speaker for the four-day event will be Mrs. Mable P. McLean, President of Barber - Scotia College, a UNCF school located in Concord, North Carolina. She is presently the only Black woman heading a UNCF college.

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State Democrats C

by J. SHAWN ORTIZ

2,000 members of the California General Democratic Committee (CDC) converged on the Earl Warren-Sacramento Community Convention Center to make resolutions and to elect statewide officers and delegates to the 1976 Presidential National Convention.

The 2,000 delegates, many of them politically active for a number of years, campaigned vigorously for their respective CDC candidates running for a number of posts within the statewide party.

It was a convention which also attracted a number of potential democratic party presidential hopefuls.

Former U.S. Senator Fred Harris was billed by his supporters as the "populist candidate." Harris leaflets circulated generously by aids, suggested that he would raise no funds through high-priced banquets, charter airplanes or ride in luxurious automobiles.

Former Georgia Governor, Jimmy Carter, a liberal-minded politician of Southern origins, courted the potential legions of campaign workers promising to uphold the party's dedication to "reform."

U.S. Senator Lloyd Bentsen, another presidential candidate at the convention, held a press conference much like other nomination hopefuls expounding the merits of his candidacy.

The presidential hopefuls were in essence "testing the water" to ascertain the amount of support they each had before committing financial backing to primary elections to be held in early 1976.

The CDC delegates also heard fr California Governor Edmund G. Bro Jr., over a lunch of barbeque chic served at ten dollars a plate.

Brown surprised the delegates making a swift and pointed spe sweeping a wide range of topics fore stopping to throw it open to qu tions and answers.

The Governor brought the parti group to a whispered hush when he gan hitting hard on the issue of cri inal justice.

Governor Brown throughout the p mary, maintained a posture of lib alism when addressing the issue criminal justice and crime.

He temporarily threw a curve at attentive audience when he said, don't know where people get the no the criminal behavior is an illnes

Brown said he believed in swift j

U.S. Senator John Tunney

U. S. Senator Lloyd Bentsen

Former Georgia Gov. Jimmy Cart

U. S. Senator Alan Cranston

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people get the notion
vior is an illness."
believed in swift jus-

tice for all law-breakers, adding that the law should be enforced equally to all people regardless of their ranking on the social ladder.

Brown regained the confidence of his listeners after several questions fielded from the floor took his attention away from the issue of criminal justice and law enforcement.

Both junior and senior U.S. Senators from California, were present for the course of the convention.

Senators Alan Cranston and John V. Tunney, were both main speakers at the two evenings gathering. Cranston took the opportunity at a $12-per-plate dinner to push the re-election candidacy of Senator Tunney for the Senate.

California's Controller, Ken Cory, Treasurer Jesse Unruh, Secretary of State, March Fong Eu, and Lt. Governor Mervyn Dymally, attended certain portions of the convention.

During the course of the session, delegates running for positions on the National Democratic Party, trumpeted their records hoping to attract potential delegate votes.

Strongly worded resolutions supporting such issues as the discontinuing of fighter plane sales to Saudi Arabia and a strengthened affirmative action policy, were voted after the convention.

Special interest groups caucused to effect reforms complementing their particular interests.

The convention appropriately ended with delegates returning to their respective hotel suites to enjoy the benefits of victory for campaign winners and those less fortunate losers to regroup and lick their wounds.

The direction of the California Democratic is "reform." The general mood of the party is continued "liberalism."

s Convene

Congressman Ron Dellums and Senator Holden

n

Registration of Delegates

Gov. Jimmy Carter and State Senator Nate Holden

Inglewood Councilman Andrew Q. Isaacs

Lt. Gov. Mervyn Dymally greets delegate

Riles Slates Meeting For Feb. 21-23

Dr. Wilson Riles, Superintendent of Public Instruction has called the annual conference of the California Association of Educational Office Employees for February 21, 22, 23, 1975 at the Sheraton Inn in Fresno, California.

This conference will commemorate the association's 25th year as a state educational organization. Mrs. Janis L. Flemming of Palos Verdes Peninsula Unified School District is President of the association.

Reno will Host Ball

RENO - The Economic Opportunity Board's Annual Head Start - Home Start Sweetheart Ball, will be held at the Washoe County Fairgrounds, Friday, February 14th.

The Live Music Dance is open to the public with tickets sold for $2.50 per couple or $1.50 per person. Tickets may be bought through the Economic Opportunity Board, and will also be sold at the door. Drinks will be available.

The money raised at the Annual Ball will be used to help finance the Head Start/Home Start Sacramento Zoo trip this spring.

CRC Offers Building Class

A 15 week class in the fundamentals of construction will be offered this Spring by the Cosumnes River College Community Services office in cooperation with the National Association of Women in Construction (NAWIC) Education Foundation.

The program is geared for young people interested in construction as a career, persons employed in the industry wishing to learn more about actual construction methods, those from related fields dealing with the construction industry, or others having an interest in construction.

The class will examine city and regional planning, construction management, contracting, labor and management relations, surveying and mapping, designing and engineering, materials, construction drawing and specifications, estimating and bidding, scheduling and purchasing, construction equipment, foundations and utilities, and structures.

Class materials were developed by Dr. Keith Blankenbaker of Ohio State University and has been field tested this past year by NAWIC Chapters throughout the country.

The class, Women in Construction, will meet on the Cosumnes River College campus Wednesday evenings from 7 to 9 p.m. in T-114 beginning Feb. 5. Fee for the class is $17.

To register call the Community Services Office at Cosumnes River College, 421-1000.

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WED. THURS. FRI. 9:30-9 SUN. 11-5

Heights School District To Help Celebrate Black History Week

by M. GWEN JARVOUHEY

Del Paso Heights School District was invited by the State Department of Education to participate in an exhibition for the observance of Black History Week. More than 100 students from the District's five elementary schools, Del Paso Heights, Fairbanks, Morey Avenue, North Avenue, and Garden Valley, entered materials in the exhibition.

Students based their original creations of art and language art on the theme for Black History Week, "Contributions of Blacks, Past and Present."

Dr. Charles W. Townsel, Superintendent of Del Paso Heights School District, when viewing the students' work stated, "I am very much impressed with the artistic ability, quality, and depth of research our youngsters expressed by their entries in the Black History Week project. I am also very pleased with the depth of understanding that our teachers demonstrated when they inspired our students' creativity."

Dr. Townsel said he is honored that the State Department of Education invited Del Paso Heights School District to participate in the event. He appreciates the efforts of everyone involved in the project, especially those of Mrs. Louberth Banks, principal of Del Paso Heights Elementary School, who coordinated the project for the District.

A team from the State Department of Education judged the entries this week (January 27). All students selected as finalists will receive a Certificate of Recognition from the State Superintendent of Public Instruction, Dr. Wilson Riles.

Creations by the finalists will be on display at the State Department of Education, 721 Capitol Mall, February 9th thru 15th. Semi-finalists will receive a personal letter of recognition from Dr. Riles. Their work will be on display at the five local elementary schools during Black History Week.

Parents and community residents are invited to view the exhibits.

Language art entries depicting the theme, "Contributions of Blacks, Past and Present," included original poems, plays essays about famous Black Americans, jingles, and other creative writing. Student art work included African vases and African masks, papier mache sculpture, water color paintings, pencil and charcoal sketches of Black Americans, puppets, posters, crayon drawings, collages, and jewelry.

Finalists in the Language Arts Exhibition from Del Paso Heights School District are as follows:

The students name is followed by the subject:

Patrick Brookins, Javier Chacon, Venita Frye, Alonda Howard, Eva Morez, Jerry Minor, Eric Searcy, Kevin Sells, and Sterlyn Walker, "Escape of Harriet Tubman."

Elena Rodriguez, "We All Have A Dream;" Annette Penunuri, "The Story of Malcolm X;" Alisa Tell, "Harriet Tubman; Mona Cooper, "Frederick McKinley Jones;" Thelma Harris, "Black Is Beautiful;" Martin Wright, "George Washington Carver;" Darryl Lavan, "If;" Anthony Armstrong, "Matthew Henson;" Eric Osborne, "Mr. Lark;" Adolph Lopez, "John Hope Franklin;" Laura Middleton, "Black History Poem;" Johnny McGee, "Why I Am Proud I Am Black;" Victoria Rennie, "Daniel Hale Williams;" Carrie Marie Cantrell, "Marian Anderson."

Willie Douglas, "James Brown;" Mona Huntzing, "Frederick Douglass;" Deeorha Whitaker, "Muhammad Ali;" Allen Bledsoe, "Why I Am Proud I Am Black;" Rebecca Blue, "Charles Drew;" Mona Huntzing, "Martin Luther King, Jr.;" and Dominic Daniels, "O. J. Simpson."

Finalists in the Art Exhibition from Del Paso Heights School District depicting art objects from Black culture, including African masks, were as follows:

Pierre Isaac, Phil Swett, Zachary Barraza, Darryl Lavan, Obidiah Glisson, James Richardson, Terri Lynn Henderson, Adolph Lopez, Estelita Howard, Mary Lou Gallegos, Esther Liggins, Jackie Horton, Debbie Theodoratos, Laura Middleton, and Paul O'Ray.

Lorna Elder, Denise Dorsey, Darryn Silva, Nathaniel Smith, Valerie Moore, Sylvia Bruitron, Yolanda Fowler, Linda Williams, Sharon Jones, Kenneth Rowe, Tywanna Jones, Darryl Shaven, Edward Boyd, Jacqueline Cannon, Ezekiel Easterly, Ray Brown, Kevin Williams, David Whitney, Deanna Williams, Joanne Easterly, and Cassandra Harris.

The Del Paso Heights District elementary school principals are: Del Paso Heights, Mrs. Loubertha Banks; Morey Avenue, Mr. George Cline; Fairbanks, Mr. Wilbert King; Garden Valley, Mrs. Florine Washington; and North Avenue, Mrs. Hortense Hurdel.

A few of the exhibits

An Elk's California Odyssey

MRS. ABNER

For the last 25 years, Mrs. Jesse Abner, Pacific Coast Association President of the Improved Protective Benevolent Order of the Elks, Auxiliary, has devoted herself to sharing love with others.

Mrs. Abner and her husband, Jesse, a retired Navy Chief Petty Officer, recently settled in Sacramento, after he completed nearly three decades of military services.

The couple formerly resided in Ventura County before moving to Sacramento. Mrs. Abner said that the weather, employment opportunities and the people were all contributing factors towards their decision to settle here.

Mrs. Abner was first elected president of the Pacific Coast Association Auxiliary, in 1969. She has since been re-elected five consecutive times.

Her involvement with the Elks began through a friend who invited her to join. That was 25 years ago, and since her initiation, she has served in a number of capacities.

Mrs. Abner served six years as a trustee, two years as a Conductress and two consecutive terms as Chairperson of the Elks Auxiliary.

While serving as a Conductress, Mrs. Abner formerly greeted visiting dignitaries, and assisted the president in official matters.

Since her election to the presidency at the Elks convention held in Salt Lake City, Utah in 1969, she has instituted numerous programs aimed at helping disadvantaged youngsters and elderly persons unable to care for themselves.

Mrs. Abner attributes her success to a number of qualities that have added to her success as president. Only one other woman has served as president longer than Mrs. Abner. At present, she has equaled that record.

"I think it is my personality. I am a Christian woman. I do my ritualistic work and I am a good lecturer. And I have a tremendous program," said Mrs. Abner.

The Elks Auxiliary annually presents several educational awards to disadvantaged youth. $1,000 awards are made to statewide finalists and $2,000 awards to national contestants.

"We contribute to children. Not only the Black race, we contribute to all children and exceptional children as well," explained Mrs. Abner.

Before moving to Sacramento, Mrs. Abner was deeply involved with the plight of wayward girls. She was a board member of the Ventural Home for Wayward Girls.

"I have always been interested in helping someone else. The benevolent aspect and the love are rearding to me," said Mrs. Abner indicating that she would like to become active locally once she gets settled.

"The Elks is an organization that shares love with others as well as our own members," explained Mrs. Abner.

As president of the Pacific Coast Association, Mrs. Abner will begin her annual swing through seven states about the middle of February.

She will travel to the various Temples on a weekly basis until the next convention and election of officers in June.

Mrs. Abner said she is not campaigning for re-election to head the Elks 5,000 auxiliary membership." My record stands for my achievement."

Mrs. Abner was asked what forces aided her through her busy list of activities, including hours of volunteer work.

In responding she said, "The love for my fellow man has always been my primary interest."

'Iam Somebody' Includes Redmond

The students of the Northern Reception Center in conjunction with the Black Correctional Workers Association (ABCW) will present a Black Heritage Program, "I Am Somebody," February 11, at 2:30 p.m., in the Recreation Building of the Northern Reception Center.

Featured will include a performance by Eugene Redmond, playwright and poet - CSUS; dance team from Foothill High; Guest speaker, Richard Tilson, Project Director for the Delinquency Prevention and Youth Development Program; Ron Charles, Black History instructor-SCC; soloist from Church of the Living God; and art exhibit and speech and music dramatization, "I Am Somebody" -- students of the California Youth Authority.

Refreshments will be served to all participants and special guests immediately following the program in the Family Life Education lounge in the Education Building.

Angelou Will Help Celebrate Anniversary

WASHINGTON, D. C. - President Ford last week named the 25 members of the American Revolution Bicentennial Advisory Council which will advise the Administrator of the American Revolution Bicentennial Administration -- (ARBA) on matters relating to the commemoration of the nation's 200th anniversary.

Included on the Council advising John W. Warner, ARBA Administrator, will be:

Maya Angelou of Sonoma, California; Writer, Poet, Gerrard Purcell, Association of New York, New York; Richard Gambino, of Port Washington, New York, Associate Professor of Educational Philosophy, Queens College, Flushing, New York; David L. Hale, of Little Rock, Arkansas, President, United States Jaycees, Tulsa, Oklahoma; Alex P. Haley, of San Francisco, California, Author, San Francisco, California; Martin S. Hayden, of Grosse Pointe, Michigan, Vice President and Editor, The Detroit News, Detroit, Michigan; Ann Hawkes Hutton, of Bristol, Pennsylvania, Author/Historian and Chairman of the Board, Washington Crossing Foundation, Washington Crossing, Pennsylvania; Mrs. Lyndon B. Johnson, of Stonewall, Texas. Former First Lady; Member, Board of Regents, University of Texas; Honorary Chairman, LBJ Memorial Grove on the Potomac, Stonewall Texas; Hobart D. Lewis, of Bedford Hills, New York. Chairman of the Board and Editor-in-Chief, Reader's Digest, Pleasantville, New York; Betty Shabazz, of Mt. Vernon, New York, Ph.D. candidate-student at the University of Massachusetts, Mt. Vernon, New York.

Public Law 93-179 established the Council whose members are to be appointed by the President, with no more than 15 being from the same political party. Under the law: "Members of the Council shall be chosen from private life and shall be broadly representative of the nation's people."

The law further states: "... the President shall give due consideration to the contributions, among others, of the nation's youth, women, elders, racial and ethnic minorities, artists and craftsmen, and learned professions."

The law requires the Council to meet at least once every two months and hold other meetings at the call of the Chairman, the Administrator of ARBA, or a majority of its members.

McCarthy Names Egeland To Post

The California Commission on the Status of Women, has announced the naming of Assemblywoman Leona Egeland (D-San Jose) to fill a Commission vacancy.

Ms. Egeland, appointed by Assembly Speaker Leo T. McCarthy, joins Assemblymen Daniel Boatwright (D-Concord) and Eugene Chappie (R-Roseville) who are returning members of the Commission.

"Her commitment to women's issues is well known," said Anita Miller, Chairperson of the Commission. "We are proud that Assemblywoman Egeland will be working with us during the coming year on matters of concern to all women in the state."

In honor of California Women's Year 1975, the Commission has emphasized women in employment, women in the media and women in government as its major areas of effort.

Ms. Miller concluded, "The appointment of Leona Egeland will strengthen the cooperation between the Legislature and the Commission to bring about far-reaching changes in the economic and social status of women."

Another vacancy created by the election of Mervyn Dymally as Lt. Governor, will be filled by the Senate Rules Committee in the near future.

Center Undergoes Name Change

Daniel Polakoff, Director of the Sacramento County Department of Personal Health, this week announced that the County's Central Health Center will be moving to 1500 C Street on February 3rd. Along with the new address, the Health Center will also adopt a new name -- Capital Health Center.

Capital Health Center will be open daily Monday thru Friday, as well as Tuesday and Thursday evenings at its 15th and C address. The phone number will remain 454-2636.

Capital Health Center will continue to provide family planning services, childhood immunizations, venereal disease examination and treatment, and other health services.

Immunizations for travel formerly provided at the Central Health Center are now provided at South City Health Center, 7222 24th Street.

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McCLATCHY BROADCASTING

THE HAPPENINGS

The Sacramento Observer

entertainment guide

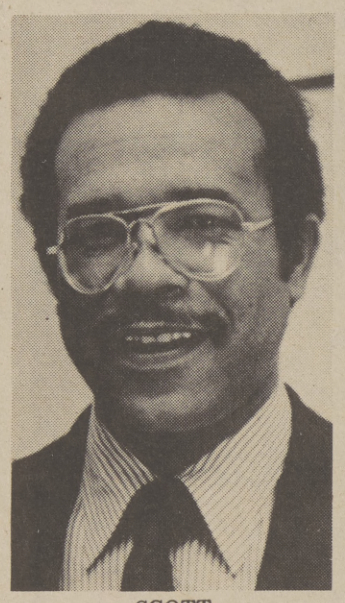
FEB. 1- FEB. 8

Grammy Nomination:

GRAHAM CENTRAL STATION

(See Page E-5)

record and movie reviews - blacks on tv



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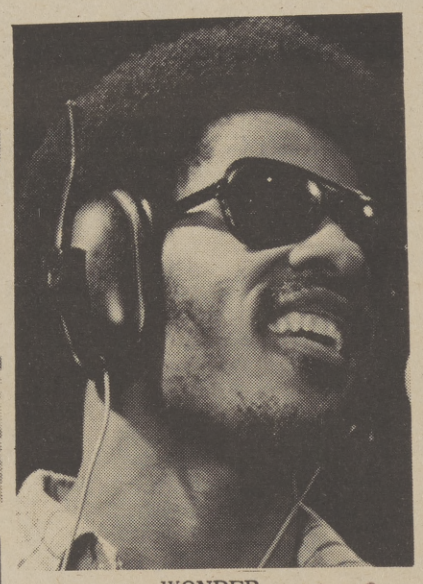

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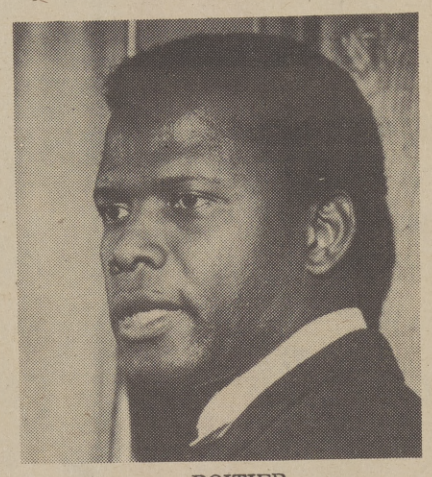

POITIER

GRAVES

TYSON

CICELY Tyson had to buy a whole new wardrobe, after burglars hit her NYC pad, but mostly because she is filming scenes in "The Bluebird," in Russia, with Liz Taylor, Ava Gardner and Jane Fonda. And singer James Brown is getting set for filming in a musical as a hustler, the pic titled "Come To The Table." Stan Lathan will direct the filming, first scenes set for Atlanta.

In all the listings for best acting awards for actresses on television -- including listings of Teresa Graves for Best Actress in "Get Christie Love" -- nobody seems to remember the stellar and ultra-professional acting job turned out by Ruby Dee in "Wedding Band." What happens here?

And since Bob Howard, the major domo at NBC, was so hot on praises for "Cotton Club '75" as a top interracial musical show for television, why is it that he hasn't ordered another of those shows? Howard told this columnist personally he thought it was the best "black show" on NBC television "in a long time."

Anyway, ABC-TV is still getting a lot of heat from Mrs. Louis Armstrong over what happened with his publicized romance with Kitty Bruce, daughter of the late comic Lenny Bruce. And he won't say anything about his new romance with actress Pam Grier. But they stayed huddled closer than the nots in a rock arrangement, at the NAACP Image Awards show at the Hollywood Palladium the other night, posing for pics for every photog, including Harry Adams and Guy Crowder of the Sentinel and Isaac Sutton of Jet.

STEVIE Wonders' next recording of "If It's Music," a thing of sheer musical and lyrical beauty. And it's sure to hit the top of all record charts . . . HiFi White, the Chicago entertainer who has now taken up (and taken over) living in Los Angeles, hit the Strip the other night with a fellow Chicagoan bedecked in kingly regalia, including a crown. The fellow told me his name was Donald Campbell, aka Don Juan, and that he had been crowned king of the pimps (Westside) in Chicago. Huh? . . . Don Cornelius and willowy beauty Vickie Avila stepping out of their Caddie limousine for a swinging party at the Continental Hyatt House on The Strip the other night.

The same party where Mikki McMillan, Sidney Poitier's secretary, was attending with some handsome chap whose name eludes me now, and then, too. Poitier's now into filming his "You Better Believe It," with Ruben and President Ford's Black aide Stan Scott ever to the same function -- not after that "performance Pryor put on the other night at the NAACP Image Awards show, in which "Crazy" Pryor joked like a berserk lapidary about the masectomies of the wives of President Ford and Vice-President Rockefeller. Women in the audience gulped and gasped, and NAACP Director of Branches Gloster B. Current, in the audience, almost fell off his chair . . . Lola Falana into rehearsals for a Broadway opus, "Doctor Jazz."

IKE COLE, brother of the late Nat "King" Cole, breezed back into town to record for United Artists the title song for the pic, "Smile," singing a song sung to fame by his late brother, a song written by Charlie Chaplin called, naturally, "Smile." And all those people working coast to coast to formulate programs for the coming observance of this nation's Bicentennial in trouble, as the guvmunt has said it ain't gonna put out no more money for the deal.

JIMMY Witherspoon, the blues perpetualist, went over to England last year and recorded a very good record album for Capitol Records, "Love Is a Five-Letter Word." Appearing with him on the album was singer Cleo Laine's sax - playing husband, Johnny Dankworth. "Spoon" excels with cool, deliberate blues interpretations in the album, and especially on songs like the title track and "Reflection." He still sings like the vigorous guy who years ago sang to fame the old Bessie Smith classic, "Tain't Nobody's Business What I Do," but he now sings with the measured strength of an aging golf player -- he swings slower, but with the sureness of experience.

HOLLYWOOD BEAT

By BILL LANE

the network's purported plans to show the life story of her late husband on TV on March 10. Mrs. Armstrong noticed ABC that Paramount already has the rights to Louis' life story. But reports are that ABC told her Louis Armstrong's life story is public domain.

ROY CLARK is gonna get saturation coverage for the new TV promo spots he made recently for the National Parks Service. The spots will air on 708 stations . . . Freddie Prinze ain't saying Watt as first assistant director . . . Gwen Fuqua, Berry Gordy, Jr.'s youngest sister, all set for a movie role, and not in Diana Ross' "Mahogany." Gwen let it slip the other night at a party at her Beverly Hills villa for pugilist George Foreman. And that's where we got a look at one of those fancy, big new TV sets turned out by "Mad Man" Muntz, the one Newsweek says costs $3,700.

DON'T invite comic Richard Pryor

Johnny Sekka, who was one of Harry Belafonte's henchmen in "Uptown Saturday Night," has begun work in Libya and Morrocco in the Anthony Quinn motion Picture, "Mohammad -- the Messenger of God."

JUST about the time that Bruce Brown, formerly of KNBC here and the ABC-TV network out of NYC, staged his press conference to announce his intentions and reasons for suing NBC, that network came out with news about its new fellowship program designed to aid minorities. The new NBC program statedly is to provide financial assistance to minorities seeking graduate degrees in several disciplines relating to broadcasting -- at universities in Los Angeles, Chicago and New York. Washington and Cleveland next.

ALL this writer can sy is that Black students in film-making and television must begin to re-shape their faith in the "system," and start thinking of and working on making an entirely new system based on Black capital. Money changes all kinds of hearts, and patterns.

Hardly any public library in the U.S. has any books on screenplay writing, let alone sample scripts. I toured every prison in the state of California last August, and found nothing but outdated textbooks on creative writing are out the window -- as attested by books by Harold Robbins and screenplays like "Billy Jack." Black workers in motion pictures and television must stop beefing to civil rights organizations when they are of work and begin to tutor and "hip" other young Black hopefuls in the ways of the trade. Why should Blacks in films beef about Jews in films helping fellow Jews get into the media when most Blacks in it already are not doing a blessed material thing to help other Blacks get into films and TV?

THE HAPPENINGS
The Sacramento Observer entertainment guide

WILLIAM H. LEE Publisher

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EBONY ETCHINGS ETC.

by WARREN LANIER

COSBY

PRYOR

"PEOPLE ARE TALKING ABOUT. . .

The last minute rush of major corporations to get involved and participate in this years Second Annual Black Athletes Hall of Fame Convention and awards Dinner that is getting closer to its go dates of March 11 through March 13, in Las Vegas, in order not to miss the boat on one of the greatest Black events of the year and endear themselves to the Black organizers and supporters of this meaningful Black historical program that will attract over 5,-000 attendees from all over the world for the three-day gala event that will be capped off with a star studded Awards Dinner Show that will feature ARETHA FRANKLIN, RICHARD PRYOR, ROBERT GOULET, RAY CHARLES, SAMMY DAVIS, JR., AND BILL COSBY . . . The strong possibility that beautiful SHELLI HUGHES, just might be the first woman of color involved in a motorcycle promotional campaign, including a television commercial . . . MAESTRO BARRY WHITE, walking away with three NAACP Image Awards at the recent yearly event sponsored by the Beverly Hills-Hollywood Branch of the national organization in the category of "Male Vocalist Of The Year," "Producer Of The Year," and the "Best Album Of The Year," which was his "Can't Get Enough" album on the Twentieth Century Record label; while LOVE UNLIMITED shared the spotlight with their producer "The Maestro," by walking off with their Image Award in the category of "Best Female Group Of The Year" . . . RON MOSLEY being appointed as a Vice President of A&R For Polodor Records, following his resignation from Sussex Records . . . PRESIDENT FORD inviting FLIP WILSON to play a round of golf with him during the month of March . . . The concern and effeciancy of HELEN FITZ-GERALDS' Fitz-Forum Travel and Tours Agency in Los Angeles, that's causing anybody in Angeltown thinking about traveling to call on her . . . ERNESTINE NETTLES, the cute lil' Oakland, California school marm, and the way she gets her little charges to study and learn with visible teaching aides including press kits from successful Black motion pictures . . . Former Philadelphia JEAN WILLIAMS a protege of PR Woman VERA GUNN, now holding down the weekly column and feature story slot dealing with Blacks in the recording biz for Billboard Magazine, a weekly trade publication . . . The flood of golfers registering to play in the initial Celebrity Golf Classic of The Black Athletes Hall of Fame on Wednesday, March 12, following the announcement that this golf classic will be played on The Dunes Championship Golf Course in Las Vegas during the BAHF 3-day event. . . The surge in sales of RICHARD PRYORS' hilarious comedy album on the Laff Record label, that quietly making this laugh package a national record chart item.

"HOLLYWOOD HOTLINES . . ."

RAYMOND ST. JACQUES and D'URVILLE MARTIN putting their stamp of approval and endorsement on The Black Athlets Hall of Fame, along with MAX JULIEN, VONETTA McGEE, JOHNNY HARTMAN, BILL COSBY, and so many more name personalties that will be among the rank and file of those attending the Second Annual bash of the BAHF set for Las Vegas come March 11.

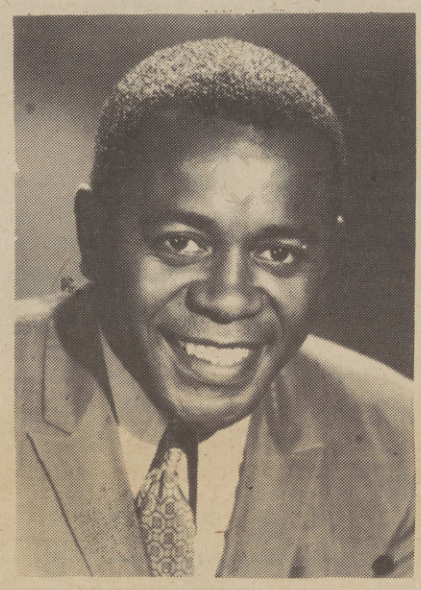
As quite as its been kept, CICELY TYSON is in Leningrad, Russia, on location for the filming of "The Bluebird" which stars ELIZABETH TAYLOR, supported by the acting talents of AVA GARDNER, WILL GEER, and JANE FONDA under the directorship of ED LEWIS.

Another item from the quite as its been kept in the information department, list long time no hear from soul singer CANDI STATON signed to a Warner Bros. recording contract, with a hot release being rushed to the soul stations of the nation to fill the void that's existed since her last hit of "In The Ghetto."

Over 15-hundred people attending the recent Beverly Hills-Hollywood Eighth Annual Image Awards got the message from AL BELL chairman of the board of the Stax Record Corporation, when he spoke to the crowd following his receiving "The Founders' Image Awards Of The Year." Calling on his theological background, his message following his thank you for honoring me this way, was soulful and stirring with a relationship to his being like a David facing a Goliath in the current Stax-CBS situation, which brought a standing ovation from the entire house.

Dynamic DIANE MARBURY is busier than a beaver getting it all together for the First Annual HERMAN ENGLISH GOLF CLASSIC that will benefit several Los Angeles organizations that really help others, come March 15-16 when all the golfers get together and swing in the HERMAN ENGLISH GOLF CLASSIC that will be played on Western Avenue Golf Course and Victoria Golf Course over the two-day event.

BARRY WHITE



FLIP WILSON

Latest report from the west coast recording scene . . . CUBA GOODING of The Main Ingredient living on the west coast, and aside from performing with the group, he is now managing and producing other talents . . THE IMPRESSIONS in town to record another smash album on their comeback trail . . . AHMAD JAMALS' latest album on 20th Century Records, "Jamal Plays Jamal," one of the hottest selling albums around . . . BOBBY BLANDS' recent west coast appearance at the famous Whiskey A-Go-Go was a mind blower . . . Cross-Over Records going into a promotion campaign on the albums recorded by JOEL WEBSTER, LIMUEL TAYLOR, and BILLY BROOKS . . . MONK HIGGINS scoring the soundtrack for the motion picture "Sheba Baby," with the title tune being sung by BARBRA MASON.

"PROFILE OF A PROFESSIONAL . . ."

Why is it that the very first time a 19-year-old vocalist records an album, folks both inside the music world, and out nod in approval of what they year? Well, if your name is LIMUEL TAYLOR, and you've just recorded for the Ray Charles owned Cross-Over Record label, then you know, that all of the insights you've nurtured, and life-experiences you reflect, have found the right vehicle, music and the right time, today, to surface themselves and be spread in a way that makes you one of the hottest soul singers on the rise!

LIMUEL TAYLOR

Claiming Chicago as "home," gives one inherent claims of the 'modernization of the blues,' and unique-funky stylings of the R&B traditions. LIM TAYLOR not only claims these rights, by incorporating them into his music, but has worked and evolved a better understanding of them since the time a southside youth church choir was his singing spawning-ground.

Spending his teen years as a part of, or organizing his own local vocal groups, motivation towards perfection was simewhat natural for LIM.

His uncle, Little Willie John, and mother Mable John, both noted vocalists, moved in a circle of musical giants, which familiarized LIM with a vast cross-section of success.

An apt musician, LIMUEL only plays in studio sessions where he is recording, and then, only when a musician tends to "miss" the "feeling" of a phrase or an understanding. Arranging most of his own material, LIM finds that the dominance of any one instrument, or section, could distort the picture of the musical relationship . . . so, I usually hand-pick the musicians, I go into a session with, and together, we "search" for the answers.

Constantly developing deeper into music, and the feeling of people has given LIM TAYLOR a strong grasp on the sound of the seventies, a new album which is receiving national acclaim, and a "sense of being" that will keep his name "out there." Viewing these as only the beginnings, tomorrow holds a definite seat of success for LIMUEL TAYLOR, especially when you consider that today is the tomorrow that we worked towards yesterday.

Music In Review

by MICHAEL Y. CORBETT

That writer-composer-poet-musican Gil Scott-Heron verbalizes the concerns of a substantial portion of the Black community is not open to serious communicating such concerns simply serves to further underscore the significance of his presence.

A young man who broke into a rather esoteric prominance with the release of his poem "The Revolution Will Not Be Televised," he is no longer reaching anything close to what might be termed a severely limited audience.

In fact, Gil's presence in the recording industry now has an opportunity to accure added recognition, what with his new release -- "Midnight Band: The First Minute of a New Day" -- on the newly formed Arista label.

This added recognition will not be the result of any new approach or change in direction on the part of Gil, rather it reflects the very real possibility that he is now with a label that will actively promote and distribute his recordings.

That this is highly likely to be the case is evident from the fact that at least one of the cuts on "Midnight Band" was recorded in December, 1974 and the album was already in the record stores by the first week of January -- that's distribution.

As for Gil Scott-Heron, himself, there is very little that can be added to the many accolades that have been directed toward both his accomplishments and his obviously creative genius.

One point that has been somewhat neglected, however, is the fact that Gil is an artist with a total sense of purpose and a sincere love and respect for his people.

Thus, when, as on "Midnight Band," he sings "The Liberation Song," you can discern from the very strain and intensity of his voice that he is serious about what he is vocalizing.

But Gil is not an artist who takes all of the credit for himself, and Brian Jackson, his constant companion in creativity, deserve equal praise, as do all of the musicians who perform on "Midnight Band."

As I would recommend for any Gil Scott-Heron album released to date, check out "Midnight Band" at your earliest possible convenience; what you experience may well be both pleasure.

The Black Beat

by THE CENTERPIECE

Hi, and Happy New Year! This is a brand new year, 1975. Barry White and company had the biggest record of 1974, "I Can't Get Enough Of Your Love Baby."

We are going to exploit your mind in '75 -- have you so turned around that all you'll wanna do is collect as many as you can and read the Centerpiece. I want to tear your brain.

Shirley and company putting it on your mind for '75 with "Shame, Shame, Shame." Got a sixty beat, and made to tease your mind. Check it out, and get on it, "Shame, Shame, Shame," shame on you if you don't get this.

Gladys Knight and The Pips say, "Don't Burn Down the Bridges," that help you across.

Stevie Wonder is back, regardless of the year, with "Heaven Is Ten Billion Light Years Away."

Ben E. Ling has a new groover that moves, it's called "Supernatural Thing," on Atlantic Records.

K. D. & Sunshine Band, "I'm a Push-over Baby," on T. K. Production, the company that sent you "Rock Your Baby."

"She Watis, She Loves, She Cares," by a group called the Devil Workshop, Imperial Sound 156, got them going in Niles, Michigan.

Peace Be With You and Love Forever

The Centerpiece

The Big Man Chats With Tina

Smiling for the camera during a reception recently held in New York for United Artists recording stars, Ike and Tina Turner are Milwaukee Bucks basketball star, Kareem Abdul Jabaar and Tina Turner. Ike and Tina, who just recently returned from a whirlwind European tour, were appearing in New York at Gotham's New Fillmore East. Jabaar, who recently rejoined the Bucks after being injured for the beginning of the season, fell by to say Hi. Ike and Tina's new UA single is "Baby Get It On."

Harrah's
Hotels and Casinos
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DON RICKLES
OLIVIA NEWTON-JOHN
Thru Feb. 2
In Reno
JACK JONES
GEORGE KIRBY
Thru Feb. 12
Coming:
TOTIE FIELDS
BERT CONVY
Feb. 7, 8 & 9
Next:
TOTIE FIELDS
BERT CONVY
Feb. 13 thru 19
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Show Times: 8:15 p.m. & 12 midnight. Seating: 6 p.m. & 11 p.m
Tahoe Sunday Show: 6 p.m. & 10 p.m.
Also at Lake Tahoe
THE FRISCO FOLLIES GRAND ILLUSION
Mon. thru Thurs. at 7:30 p.m. and 10:30 p.m. Sat. matinee at 2:00 p.m. Minimums: Dinner Show $5.50. Cocktail Show $4.00

CO-HOSTS

Ever-popular and colorful singing group the Fifth Dimension, join musical forces with Mike Douglas when the group co-hosts "The Mike Douglas Show" beginning Monday, February 10, at 4:00 p.m. on Channel 10, KXTV. The quintet sings many of their hit songs during the music-filled, star-filled week with Mike.

Grammy Nomination For GCS

Graham Central Station, the explosive East Bay rock/soul group, has been nominated for a Grammy Award as "Best New Artists of 1974."

The prestigious award, bestowed by the entire recording industry, will be announced in late February.

Reached in Germany where Larry Graham and his group are completing a nine-city European tour, GCS manager Natalie Neilson said "Larry is thrilled. It's the kind of recognition that he and Graham Central Station have worked so hard for."

Their sell-out Frankfurt concert has been typical of the group's enthusiastic reception throughout Europe. "They wouldn't let us off the stage," Ms. Neilson said. "It's unbelievable."

Graham and his music have attracted a lot of attention from fellow rock musicians, too. Mick Jagger, Elton John and Rod Stewart have come backstage to congratulate and talk with Graham and his group.

Graham, formerly lead bass guitarist with Sly and the Family Stone, formed Graham Central Station two years ago, and has produced two top-selling albums for Warner Bros. Records, as well as two hit singles, "Can You Handle It?" and "Feel the Need."

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"KJAY SOUNDS LIKE FUN"

BLACKS ON TV THIS WEEK

SATURDAY

FEBRUARY 1

BIG BLUE MARBEL - On Channel 10 at 7:30 a.m.

RUN JOE RUN - Children, on Channel 3, at 8:30 a.m.

MISTER ROGERS - Children, on Channel 6, at 9:00 a.m.

BILL COSBY - Comedy, on Channel 3 at 9:30 a.m.

SESAME STREET - On Channel 6, at 10:00 a.m.

STAR TREK - Cartoon, on Channel 3, at 10:30 a.m.

ELECTRIC COMPANY - On Channel 6 at 11:00 a.m.

AMERICAN BANDSTAND - On Channel 13, at 11:30 a.m.

HARLEM GLOBETROTTERS - Children, on Channel 10, at 12 noon.

SESAME STREET - On Channel 6, at 12 noon.

FAT ALBERT - Cartoon, on Channe 10, at 12:30 p.m.

ZOOM - Children, on Channel 6, at 1:00 p.m.

COLLEGE BASKETBALL - The Maryland Terrapins face the North Carolina State Wolfpack, on Channel 10, at 1:00 p.m.

COLLEGE BASKETBALL - The Stanford Cardinals play the California Golden Bears on Channel 10, at 3:00 p.m.

JIMMY DEAN - On Channel 3, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6 at 5:00 p.m.

BOBBY GOLDSBORO - On Channel 3, at 5:30 p.m.

MASQUERADE PARTY - On Channel 10, at 6:30 p.m.

EMERGENCY - On Channel 3, at 8:00 p.m.

ALL IN THE FAMILY - On Channel 10 at 8:00 p.m.

JEFFERSONS - Comedy, starring Sherman Hemsley, Mike Evans and Isabel Sanford, and Zara Cully, on Channel 10, at 8:30 p.m.

CAROL BURNETT - With The Ernest Flatt Dancers, on Channel 10, at 10:00 p.m.

MOVIE - Drama, "To Kill a Mockingbird," 1962 racial prejudice in the Deep South, on Channel 10, at 11:15 p.m.

DON KIRSHNER's ROCK CONCERT - On Channel 13, at 11:30 p.m.

SUNDAY

SUNDAY
FEBRUARY 2

ORAL ROBERTS - On Channel 13, at 8:30 a.m.

KATHRYN KUHLMAN - On Channel 10, at 9:00 a.m.

URBAN LEAGUE PRESENTS - On Channel 13, at 10:30 a.m.

NBA BASKETBALL - The Milwaukee Bucks play the Celtics on Channel 10, at 12 noon.

SESAME STREET - On Channel 6, at 4:00 p.m.

IRONSIDE - On Channel 13, at 5:30 p.m.

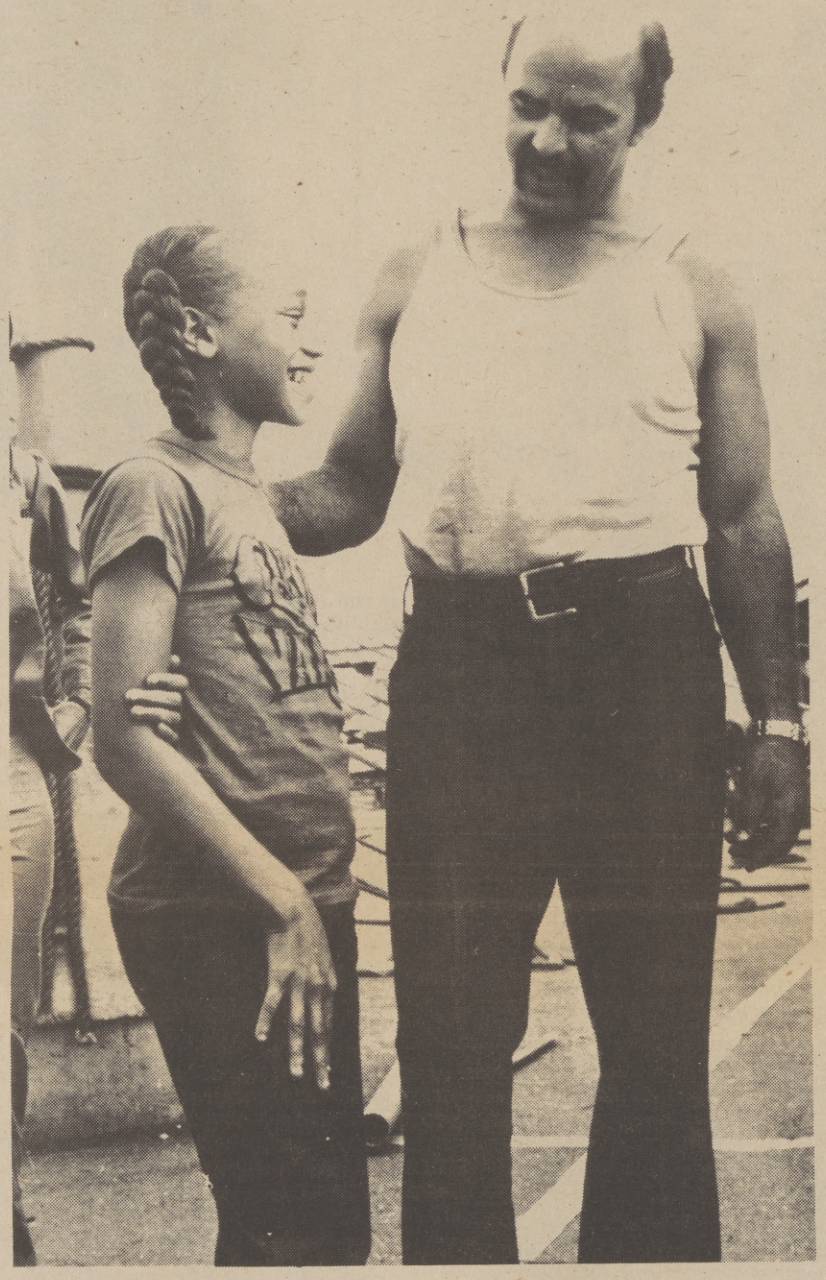
WRESTLING - On Channel 40, at 8:00 p.m.

MOVIE - Crime drama, "Crazy Joe," starring Fred Williamson, on Channel 13, at 8:30 p.m.

MANNIX - Starring Gail Fisher on Channel 10, at 9:30 p.m.

BLACK PERSPECTIVE IN THE NEWS - On Channel 6, at 10:30 p.m.

'CALL IT MACARONI'



Debbie Richburg, 11 of Pittsburgh, is shown with Ali Hassani, head of the Circus Vargas family of tumblers and acrobats with whom she trained for a week as part of the half-hour TV special, "Give The Circus a Tumble," in the series for young people, "Call It Macaroni." Two other youngsters shared in the tent show experience in Colorado. The show will be shown Sunday, over KCTV, Channel 10, 7:00 p.m.

MONDAY

FEBRUARY 3

SESAME STREET - On Channel 6, at 9:00 a.m.

AT NINE ON TEN - On Channel 10, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

HOLLYWOOD SQUARES - With Jimmie Walker, on Channel 3, at 10:30 a.m.

PASSWORD ALL STARS - With Barbara McNair, on Channel 13, at 12 noon.

LETS MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

DINAH! - On Channel 10, at 3:00 p.m.

MERV GRIFFIN - On Channel 13, at 3:30 p.m.

MIKE DOUGLAS - With guests Fifth Dimension and this week's co-host Muhammad Ali, on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

IRONSIDE - On Channel 13, at 4:30 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:30 p.m.

STAR TREK - On Channel 40, at 6:00 p.m.

HOLLYWOOD SQUARES - With Dionne Warwicke, on Channel 10, at 7:30 p.m.

SMOTHERS BROTHERS - With guest Ray Charles, on Channel 3, at 8:00 p.m.

ROOKIES - Starring Georg Stanford Brown, on Channel 13, at 8:00 p.m.

MOVIE - Drama, "Come September," starring Diana Sands, on Channel 3, at 9:00 p.m.

BLACK PERSPECTIVE ON THE NEWS - On Channel 6, at 11:00 p.m.

TUESDAY

FEBRUARY 4

SESAME STREET - On Channel 6, at 9:00 a.m.
AT NINE ON TEN - On Channel 10, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6 at 10:00 a.m.

HOLLYWOOD SQUARES - With Jimmie Walker, on Channel 3, at 10:30 a.m.

PASSWORD ALL STARS - With Barbara McNair, on Channel 13, at 12 noon.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

DINAH! - On Channel 10, at 3:00 p.m.

MERV GRIFFIN - On Channel 13, at 3:30 p.m.

MIKE DOUGLAS - With The Fifth Dimension on Channel 10, at 4:00 p.m.

SESAME STREET - On Channel 6, at 4:00 p.m.

IRONSIDE - On Channel 13, at 4:30 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:30 p.m.

STAR TREK - On Channel 40, at 6:00 p.m.

LET'S MAKE A DEAL - On Channel 13, at 6:30 p.m.

THE NEW PRICE IS RIGHT - On Channel 10, at 7:30 p.m.

GOOD TIMES - Starring Esther Rolle, JohnAmos, Jimmie

GOOD TIMES - Starring Esther Rolle, John Amos, Jimmie Walker on Channel 10, at 8:00 p.m.

M*A*S*H - On Channel 10, at 8:30 p.m.

BLACKS ON TV THIS WEEK

POLICE STORY - On Channel 3, at 10 p.m.

SOUNDSTAGE - Music, on Channel 6, at 10:00 p.m.

WEDNESDAY
FEBRUARY 5

SESAME STREET - On Channel 6, at 9:00 a.m.

AT NINE ON TEN - On Channel 10, at 9 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:30 a.m.

HOLLYWOOD SQUARES - With Jimmie Walker, on Channel 3, at 10:30 a.m.

PASSWORD ALL STARS - With Barbara McNair, on Channel 13, at 12 noon.

LET'S MAKE A DEAL - On Channel 13 at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

DINAH! - Scheduled guests, are Sammy Davis, Jr., and John Amos, on Channel 10, at 3:00 p.m.

MERV GRIFFIN - With guest, Diahann Carrol, on Channel 13, at 3:30 p.m.

MIKE DOUGLAS - With The Fifth Dimension, on Channel 10, at 4:00 p.m.

ELECTRIC COMPANY - On Channel 6 at 5:30 p.m.

NAME THAT TUNE - On Channel 10 at 7:30 p.m.

TONY ORLANDO AND DAWN - On Channel 10, at 8:00 p.m.

THAT'S MY MAMA - Starring Clifton Davis, Theresa Merritt, Lynne Moody, on Channel 13, at 8:00 p.m.

LUCAS TANNER - On Channel 3, at 9:00 p.m.

GET CHRISTIE LOVE! - Starring Teresa Graves, and Johnny Brown, on Channel 13, at 10:00 p.m.

THURSDAY
FEBRUARY 6

SESAME STREET - On Channel 6, at 9:00 a.m.

AT NINE ON TEN - On Channel 10, at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6, at 10:00 a.m.

HOLLYWOOD SQUARES - With Jimmie Walker, on Channel 3, at 10:30 a.m.

PASSWORD ALL STARS - With Barbara McNair, on Channel 13, at 12 noon.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

DINAH! With Guests Sammy Davis, Jr., and John Amos, on Channel 10 at 3:00 p.m.

MERV GRIFFIN - On Channel 13, at 3:30 p.m.

MIKE DOUGLAS - With The Fifth Dimension on Channel 10, at 4:00 p.m.

IRONSIDE - On Channel 13, at 4:30 p.m.

ELECTRIC COMPANY - On Channel 6, at 5:30 p.m.

HOLLYWOOD SQUARES - With Demond Wilson, on Channel 10, at 7:30 p.m.

STREETS OF SAN FRANCISCO - On Channel 13, at 9:00 p.m.

FRIDAY
FEBRUARY 7

SESAME STREET - On Channel 6, at 9:00 a.m.

AT NINE ON TEN - On Channel 10 at 9:00 a.m.

ELECTRIC COMPANY - On Channel 6 at 10:00 a.m.

NIPSEY RUSSELL

HOLLYWOOD SQUARES - With Jimmie Walker, on Channel 3, at 10:30 a.m.

PASSWORD ALL STARS - With Barbara McNair, on Channel 13, at 12 noon.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

PRICE IS RIGHT - On Channel 10, at 2:00 p.m.

DINAH! - On Channel 10, at 3:00 p.m.

MERV GRIFFIN - With Odia Coates on Channel 13, at 3:30 p.m.

MIKE DOUGLAS - With The Fifth Dimensions and Billy Eckstine, on Channel 10, at 4:00 p.m.

IRONSIDE - Starring James McEachin, on Channel 13, at 4:30 p.m.

ELECTRIC COMPANY - On Channel 6 at 5:30 p.m.

SANFORD AND SON - Starring Redd Foxx, and Demond Wilson, on Channel 3, at 8:00 p.m.

CHICO AND THE MAN - On Channel 3, at 8:30 p.m.

HOT L BALTIMORE - Comedy, on Channel 13, at 9:00 p.m.

DEAN MARTIN - With Nipsey Russell, on Channel 3, at 10:00 p.m.

MIDNIGHT SPECIAL - On Channel 3, at 1:00 a.m.

★ KMUV-TV MOVIE MARQUEE ★

31

Playing this week on MUVIE - TV 31

SATURDAY FEB 1

February 1 - Saturday
Solid Gold Heroes - Zorro's Fighting Legion
Chapter 5 7am/5pm/11pm
Pete Smith Specialty - Equestrian Acrobatics
7:15am/5:15pm/11:15pm
Creature Feature - Creature From The Black Lagoon
starring Richard Carlson, Julie Adams
7:30am/5:30pm/11:30pm

MUVIES by George - Hosted by George Liberace
"Bengal Brigade" starring Rock Hudson, Arlene Dahl
9:00am/1:00pm/7:00pm

Western Action - "When The Daltons Rode"
starring Randolph Scott, Broderick Crawford
11:00am/3:00pm/9:00pm

TUESDAY FEB 4

February 4 - Tuesday
Solid Gold Heroes - Zorro's Fighting Legion
Chapter 8 7am/5pm/11pm
Pete Smith Specialty - Man's Greatest Friends
7:15am/5:15pm/11:15pm
Creature Feature - "It Came From Outer Space"
starring Richard Carlson, Barbara Rush

MUVIES by George - Hosted by George Liberace
"Escape of the Birdmen" starring Doug McClure, Chuck Connors
9:00am/1:00pm/7:00pm

Western Action - "A Day of Fury" starring Dale Robertson
11:00am/3:00pm/9:00pm

SUNDAY FEB 2

February 2 - Sunday
Solid Gold Heroes - Zorro's Fighting Legion
Chapter 6 7am/5pm/11pm
Pete Smith Specialty - Whats You I.Q.
7:15am/5:15pm/11:15pm
Drawing Room - "In Board Daylight" starring
Richard Boone, Suzanne Pleshette
7:30am/5:30pm/11:30pm

MUVIES by George - Hosted by George Liberace
"Eagle In A Cage" starring Sir Ralph Richardson
9:00am/1:00pm/7:00pm

Critics Lounge - "The Shrike" starring Jose Ferrer
7:30am/5:30pm/11:30pm

WEDNESDAY FEB 5

February 5 - Wednesday

Solid Gold Heroes - Zorro's Fighting Legion
Chapter 9 7am/5pm/11pm
Pete Smith Specialty - Double Diving
7:15am/5:15pm/11:15pm
Creature Feature - "The Ghost Ship" starring Dermot Walsh
7:30am/5:30pm/11:30pm

MUVIES by George - Hosted by George Liberace
"Silent Running" starring Bruce Dern, Cliff Potts
9:00am/1:00pm/7:00pm

Western Action - "The Braves" starring George Peppard
11:00am/3:00pm/9:00pm

MONDAY FEB 3

February 3 - Monday
Solid Gold Heroes - Zorro's Fighting Legion
Chapter 7 7am/5pm/11pm
Pete Smith Specialty - Fixin Tricks
7:15am/5:15pm/11:15
Creature Feature - "The Black Cat" starring
Boris Karloff, Bela Lugosi
7:30am/5:30pm/11:30pm

MUVIES by George - Hosted by George Liberace
"Imitation of Life" starring Lana Turner, John Gavin
9:00am/1:00pm/7:00pm

Western Action - "War Arrow" starring Maureen O'Hara
11:00am/3:00pm/9:00pm

THURSDAY FEB 6

February 6 - Thursday
Solid Gold Heroes - Zorro's Fighting Legion
Chapter 10 7am/5pm/11pm
Pete Smith Specialty - Dog House
7:15am/5:15pm/11:15pm
Creature Feature - "Tarantula" starring John Agar, Mara Corday
7:30am/5:30pm/11:30pm

MUVIES by George - Hosted by George Liberace
"I Love My Wife" starring Elliott Gould, Brenda Vaccaro
9:00am/1:00pm/7:00pm

Western Action - "The Century Turns" starring Richard Boone
11:00am/3:00pm/9:00pm

★ There's always a movie on MOVIE-TV KMUV ch.31 ★

Daily TRIPLE Features
Another Movie Every Other Hour

The Sacramento Observer

JAN. 30 - FEB. 5, 1975

URBAN LIVING

March Of Dimes Nets $55,200 From Telethon

LOCAL AND NATIONAL PERSONALITIES IN ATTENDANCE

EARTHA KING

KEN BRITTON

The Northern California March of Dimes Telethon broadcast, live from the Earl Warren-Sacramento Community Convention Center over Channel 40 last weekend, netted $55,200.

Proceeds from the fund-raiser will go to combat birth defects which annually claim 250,000 infants and youngsters.

Dispite continuing recession doners contributed approximately $6,000 over last years telethon total.

"The response was overwhelming considering the economic uncertainty facing Northern Californians. We did not expect to do this well. We are very greatful," said Michael Pettingil Northern California March of Dimes director.

Local Black personalities and nationally prominate television and screen stars played a big part in entertaining throughout the telethone.

John Amos star of the "Good Times" bumped a boogie on down, after making a promise that he would perform the popular dance if a certain amount of money was pledge within a limited period of time.

The every popular Caribbean Dancers lead by talented Ken Britton and his wife Maria, captured the attention of donors as they performed numerous dance and tunes.

Eartha King a local songstress performed timely numbers. She turned in a captivating performance, as the money poured in to help combat birth defects.

Bernie Barnes, the "Black Okie" cut new trials in Country Western music in the tradition of the grand ole opre, delighting rural residents who favor the earthly vibes.

Former Heavyweight Champion of the World, Joe Lewis kepted viewers viewing, with story of glory and defeat. The former champ did his part to defeat the evils of birth defects.

BERNIE BARNES

JOHN AMOS

TIMOTHY PATTERSON

NEW PROGRAM

New Race Relations For Army

Typical of those attending race relations seminars at the Presidio of San Francisco, California, where people of all races and creeds relate and communicate are, left to right, SSG Michael Shin, PFC Ralph Guillen, 1st Lt. Zina Sabol and PFC Mary Corprew. They agree that the seminars encourage everyone to interchange ideas on the histories, backgrounds, life styles and contributions of minorities. Here, men and women -- officers and enlisted, have an opportunity to be exposed to problems unique to certain ethnic and minority groups. (U.S. Army Photo by MSG Frank Castro).

PORT BAKER, Ca. - Today, the Army faces the challenge of finding ways to reduce racial tension while not sacrificing discretion and teamwork. "The war against discrimination, bigotry, and racial disharmony will not be won in the Pentagon," says Major General Harry W. Brooks, Jr., former Army Director of Equal Opportunity Programs. It will be won through "the involvement and commitment of leaders in the field."

"Army leaders realize racial tension exists in every Army organization, just as it does in every other element of society. These leaders recognize and appreciate the value of race relations for reducing tensions throughout the Army. Every individual, whether a private or commander, should give race relations attention.

"It is absolutely essential that everyone be taught to understand, accept and respect the other person's cultural differences. Understanding, appreciation and mutual respect grow out of communication. If people of all races and ethnic origins fail to try to understand each other, nothing will be accomplished," says an Army spokesman.

The goal of the Army's race relations program is to promote racial awareness and harmony among all its members; to be sure every soldier is provided an equal opportunity to rise on his own merit and effort, regardless of his race, religion, sex or national origin. The Army has an opportunity to pefform a further service of great value to the nation. This is to make the Army a model of equal opportunity and harmonious race relations. Since the Army is one of the largest employers of people of all types and backgrounds, it must be sensitive to the problems of race relations.

Since 1948, the Army has had full integration of its troops. One of the prime reasons for this is that segregation represents a waste of manpower. Integration in the Army has worked, and with success. Minorities, including women, have served and contributed significantly to the achievements of the Army. In other words, they have been given the chance to contribute.

A soldier of a minority group seeks the same thing as anyone else -- respect and acceptance, fair share of promotions, desirable assignments, educational and training opportunities, awards and decorations. And today's Army can offer this to every soldier.

The Army has made some dramatic strides forward in its efforts to improve and maintain racial harmony. Today, there's a definite upturn in hard-skill occupational specialties like computer programming among minorities and there has been an increase in minority representation at West Point and the Army's general staff schools -- the Army boasts more than two times the number of minority general officers than all the other services combined.

However, one of the biggest problems in the Army has been a tendency to fill race relations staff positions with Black personnel. And a disproportionate number of Blacks creates the image of a Black pacification program, which this is not. Even though Blacks comprise the largest minority group in both society and the Army, this creates an under-representation of Blacks in essential positions elsewhere.

True, there's been a large percentage of Blacks among the new enlistments this past year. "The percentage of Black volunteers is higher than the percentage of Blacks in the population for the same reason that, for years, the percentage of rural and southern volunteers has been higher than the rural southern percentage of the population," says Army Secretary Howard H. Callaway.

He also insists that the number of Black recruits is a success story. Blacks see the Army as a place where they get a fair shake, and they do.

Printed words cannot make the Army's race relations' program work. "The war against discrimination, bigotry and racial disharmony will be a success when leaders involve and commit themselves to the program," says General Brooks. "These leaders are the ones who understand the relationship between problem resolution and mission capability."

PUSH Head Jackson On 'AM America' Show

Rev. Jesse Jackson, president of Operation PUSH and a regular guest contributor on "AM America," make comments on that program in an interview with Washington co-host Peter Jennings.

"I think in the absence of massive direct action and a lot of drama the nation will not be shaken out if its lethargy (laziness)" said Rev. Jackson.

"If the President, the Executive Branch, is going to be the leader," said Jackson, "it must take the assertive. It must offer the progressive legislation that sets the climate for the country."

On the January 15 appearance, Rev. Jesse Jackson also stated that "pressure will make the difference" in securing economic security for what he calls the "disenfranchised people" in American society.

Rev. Jackson attributed the decision by President Gerald Ford's changing his date of his State of the Union Address to the scheduling of the Operation PUSH marches around the country on Martin Luther King's birthday, in favor of the Full Employment Act.

African Methodist Episcopal church Bishop H. H. Brookins, who appeared with Rev. Jackson during the live interview from Washington, said the clergy's role is more critical than ever in Civil Rights activities.

"I think the clergy, all of the clergy, and particularly the Black clergy, has always been there, first of all. They are there now, and they will be there tomorrow. I think their sense of conscientiousness, their sense of worth, their sense of values are what's necessary to bring back the confidence which we have lost.

"People have lost confidence in everything else," said Bishop Brookins.

Rev. Jesse Jackson was apparently saved from death Saturday, January 31, when two off duty white detectives foiled an attempt by a Black man to shoot him.

The Rev. Jackson preaches against Blacks killing each other.

A paroleee from Kansas State Penitentiary, the 30-year-old would-be assailant was subdued by the officers before he was able to fire his .38 calibre revolver. No reason was given by the suspect for his attempt to shoot the Rev. Jackson.

Use Of G.I. Benefits Urged

WASHINGTON - Senator Alan Cranston (D-Calif.) this week called for an "all-out effort" to reach 692,000 Vietnam-era veterans who are high school dropouts but are not using their educational and job training benefits under the GI bill.

In accepting an Award of Appreciation from the National Association of Veterans Program Administrators confernece at the Sheraton Park Hotel here, Cranston urged veterans advisors to "get off the campuses and into the communities to help these people."

"They are undereducated and underskilled and are hurting the most in these terrible times of inflation and recession," Cranston said. "They need the most help, yet are getting the least."

Cranston a subcommittee chairman of the Senate Veterans Affairs Committee, said high school dropouts make up the bulk of the "massively high unemployment rate" among Vietnam veterans - which is 15.3 per cent for those between the ages of 20 and 24, and nearly 24 per cent among Black veterans. The unemployment rate for the general population is currently 7.1 per cent.

"Your challenge is clear," Cranston told the veterans coordinators. "For the most part, you have done your job well on the college campus. Offices of Veterans Affairs - once unheard of -- have become the respected voice of the student-veteran."

"Now it is terribly important for you to make a new, more concerted effort to reach those veterans in the community who still don't know about available veterans programs."

"Your job is to find these people, let them know what opportunities are available, and help them take full advantage of those opportunities," Cranston said.

He said the job will become easier because increased numbers of Veterans Representatives being assigned to college campuses by the Veterans Administration and the limit has been lifted on a work-study program under which student-veterans can work part-time in such outreach programs.

Cranston, who authoroed the extended work-study program, was also instrumental in putting through a 23 per cent increasein GI bill benefits despite a Presidential veto. He said the increase, under which a single veteran with no dependents now gets $270 a month, "should further encourage veterans to get their high school diploma and as much college education as they can handle."

"They'll need all the education and training they can get in today's declining job market," Cranston said.

LEONARD GRIMES , HEAD OF CALIFORNIA DEPARTMENT OF GENERAL SERVICES.

Grimes Will Oversee $138 Million As Services Head

Leonard Grimes is the new director of the California Department of General Services. During fiscal year 1974-75, he will oversee the expenditure of $138 million.

The Department is the procurement arm of California State Government. Eveything from paper clips to the state's fleet of 3,900 automobiles are purchased and maintained through General Services.

The Department is charged with responsibility of buying services for 20 divisions. Director Grimes is charged with the responsibility of seeing to it that the 20 divisions are properly maintained administratively.

Grimes, 51, prior to his appointment by Governor Edmund G. Brown, Jr., was vice president of Golden State Mutual Life Insurance Company, the largest western Black-owned insurance company.

Director Grimes is presently reviewing the operations of the 20 divisions he is ultimately responsible for.

Grimes served on the Brown transition administration and says he had no idea then, that he would be the director of General Services.

"I was recruited. The Governor thought I could do the director's job and asked me if I would come on board," responded Grimes when asked if he requested an appointment with the Brown administration.

Grimes' appointment to serve as General Services Director became effective January 13. Because of his extensive review of the 20 divisions, he has still not formulated any definite priorities.

He suggested that the number one priority of the department can somewhat be related to the wishes of Governor Brown. Brown has said that he wants State Government to be responsive to the needs of the people.

"If there is any priority, it would be to see this department works that way," said Grimes underlining his ambitions to make the department responsive and accountable to the people's interests.

Grimes said that while serving on the transition administration, his special interests were seeing that Blacks received an opportunity to serve.

"My special interest was getting as many Blacks considered for positions," stated Grimes, adding that the aims of the transition government was to collect the resumes of qualified persons for appointment consideration.

"He (Brown) was interested in getting women and minorities in Government," answered Grimes when asked to give his opinion of the Governor's sensitivity to affirmative action.

Grimes said that to his knowledge there were Blacks under consideration for every appointment Brown has made thus far.

"All agencies," replied Grimes when asked if Blacks were under consideration for Cabinet and departmental positions.

He added, "Our objective was to find qualified Blacks and other minorities," explained Grimes outlinging "operation outreach."

When asked if he could explain Brown's disfavor for quota systems relative to minority hiring, Grimes said, "I know it is a concern, because everybody is doing a head count. The problem with that is that he is not finished."

Presently, Grimes and Corporation Commissioner Willie Barnes, are the only two Blacks holding departmental powers within the Brown administration.

Grimes admitted that "special interests" have already attempted to apply pressure on his administration. Pressures were also brought to bear when he was a member of the transition government.

"There were some efforts being made, but none of them were very serious," said Grimes indicating that transition government workers were not "power brokers."

"We were not power brokers, all we were doing, was gathering the names of good people. There was absolutely no possible way of delivering a person a job," stated Grimes emphasizing that Governor Brown makes all the appointments only after he has personally interviewed each candidate for appointment.

Grimes was asked to explain his position on affirmative action and quota system employment for minorities and women.

"Quota systems are generally designed to make people do what they don't want to do," said Grimes strongly suggesting that if he (Brown) makes appointments of persons already conscious of affirmative action, they will see that it is carried out.

Grimes is in a powerful position. He controls $138 million and if he decided that a contractor receiving state payments for work performed was in violation of civil rights legislation, the payment could easily be dried up.

Whether he will bring his weight to the test, is not known at this particular time. He maintains that he is personally committed to fairness and will personally be involved with the Department of General Services administration, seeing to it that the principals of affirmative action throughout the areas of his responsibility are meaningfully administered.

The Sacramento Observer

URBAN LIVING

JAN. 30 - FEB. 5, 1975 PAGE F-3

Black Legislators Back Black History Bill

Assemblyman Leon Ralph (D-Los Angeles) introduced a special Assembly Concurrent Resolution this week requesting the Governor to proclaim February 9 -16 as "Afro-History Week in California.

"During this time every year, we take time to pay tribute to the hardships and difficulties of Black people and to observe with pride the outstanding contributions that have been made by Afro Armericans to Government, the Arts, Athletics, the Theatre, Space Probe, Medicine, Education, Science, Radio-Television, and many other professions" stated the Watts Assemblyman.

Assemblyman Ralph introduced the resolution in cooperation with Mrs. Vassie Wright, founder of "The Author - A Study Club."

"This organization, with Mrs. Wright at the helm, has gone above and beyond the call of duty to provide this annual Afro-History Week. I am hopeful that the Governor will take time to join us in this annual affair."

The California Black Assembly Caucus are co-authoring the measure -- Assemblymen John Miller, Julian Dixon, Curtis Tucker, Willie Brown and Bill Greene.

SCC Will Take Latecomers

Community members still have time to register for evening classes at Sacramento City College.

Dr. Herbert Blossom, Associate Dean of Evening College, said, "The evening college will accept late registrations for the spring semester Tuesday ayd Wednesday, February and 5, 1975.

The late sign-ups will be held in the women's gymnasium from 6 p.m. to 8:30 p.m.

The first day of instruction is Tuesday, February 4, 1975.

Dr. Blossom noted that registration material was disbributed during December with pre-registrations and arena registration completed during January. With the earlier registration procedure, some community members may have missed the enrollment dates; therefore, late registration will accommodate those interested in classes at the college.

For further information, call the evening college at 449-7281.

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PRICES GOOD THRU FEB. 4th

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- Roseville
- San Juan & Sunset
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- Madison & Manzanita
- Madison & Hazel
- El Dorado Hills
- 839 Folsom Blvd.
- 1700 Capitol Ave.
- 4850 Freeport Blvd.
- 14th Ave. & 60th St.
- Watt & Whitney
- Placerville
- 28th and L

SUPERMARKET

CASCADE — Automatic Dishwasher Detergent, 35 oz. Limit-One. Reg. $1.01
WITH COUPON 86¢ — SAVE 15¢ at Raley's
Good Thru Feb. 4

SUPERMARKET

CRACKERS — Snowflake Lb. Package. Reg. 65c Limit-One
WITH COUPON 55c — SAVE 10¢ at Raley's
Good Thru Feb. 4

SUPERMARKET

MIRACLE WHIP — Salad Dressing Quart Jar. Reg. $1.33 Limit-One.
WITH COUPON $1.23 — SAVE 10¢ at Raley's
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SUPERMARKET

FRESHNER — Wizard brand. 6 oz. Solid Reg. 77c Limit-One.
WITH COUPON 57c — SAVE 20¢ at Raley's
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SUPERMARKET

POTATOES — Bonnie Hubbard Instant. 16 oz. Reg. 81c Limit-One.
WITH COUPON 71c — SAVE 10¢ at Raley's
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SUPERMARKET

OYSTERS — Orleans Whole 8 oz. size. Reg. 75c Limit-One.
WITH COUPON 65c — SAVE 10¢ at Raley's
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BURGER BITS — Kendalls 25 lb. Reg. $5.99 Limit-One.
WITH COUPON $5.39 — SAVE 60¢ at Raley's
Good Thru Feb. 4

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SHRIMP — Orleans Broken 4½ oz. Reg. 79c Limit-One.
WITH COUPON 69c — SAVE 10¢ at Raley's
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NUSOFT — Fabric Softener ½ gal. Reg. $1.86 Limit-One.
WITH COUPON $1.56 — SAVE 30¢ at Raley's
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SUPERMARKET

CAT FOOD — Tender Vittles 18 oz. size. Reg. 89c Limit-One.
WITH COUPON 79c — SAVE 10¢ at Raley's
Good Thru Feb. 4

SUPERMARKET

DRY MILK — Mix 'n Drink Instant Milk. 20 ct. Reg. $3.99 Limit-One.
WITH COUPON $3.69 — SAVE 30¢ at Raley's
Good Thru Feb. 4

SUPERMARKET

ORANGE JUICE — Bonnie Hubbard Frozen 16 oz. Reg. 59¢ Limit-One.
WITH COUPON 49c — SAVE 10¢ at Raley's
Good Thru Feb. 4

SUPERMARKET

SLICED BACON — Sunnyview Farms 12 oz. pkg. Reg. $1.03 Limit-One.
WITH COUPON 95c — SAVE 8¢ at Raley's
Good Thru Feb. 4

SUPERMARKET

WINE — Woodbridge brand. Gallon Reg. $2.59 Limit-One.
WITH COUPON $1.99 — SAVE 60¢ at Raley's
Good Thru Feb. 4

PORK CHOPS

CENTER CUT ROYAL HAMPSHIRE PORK

Every chop is a perfect center cut, beautifully trimmed. This is our "meatier" type pork.

lb. 1.39

KRAFT CHEESE

SLICED, WRAPPED SINGLES 12 OZ. PKG.

This rich cheese has a delicious nut like flavor.

ea. 89¢

Silver Salmon

FRESH FROZEN

Lots of lean tender meat and a delicate slightly sweet flavor. Whole-3 lb. avg. wt.

lb. 1.29

CORNED BEEF

SHENSONS MILD OR SPICED BRISKET OR MILD ROUND

A truly old fashioned flavor. Great partners with cabbage.

lb. 1.19

SIRLOIN TIP

BONELESS ROAST MIDWEST CORNFED

These lean tips are tender as butter. These are for people who want the best.

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GROUND CHUCK

FRESH GROUND FROM 100% BEEF CHUCKS ONLY

The delicious cornfed beef flavor is fantastic!

lb. 98¢

LAMB CHOPS

FRESH BLADE CALIF. GROWN

Fresh shoulder blade chops. Delicate in flavor and well trimmed.

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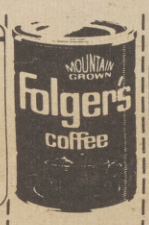
FLOUR — Pillsbury 5 lb. reg. 92c — **69¢**



COFFEE — Folgers 2 lb. reg. $2.19 — **1.89**

CHIPS — Potato, Frito-Lay, reg. or ruffles twin-pak — **69¢**

CHEER — Giant size (10c off label) — **1.05**

OLIVE OIL	Bertolli brand 17 oz.	2.59
BABY FOOD	Beechnut, strained food & juices	16¢
PANCAKE MIX	Betty Crocker 42 oz.	1.03
BLK. PEPPER	Schilling .4 oz.	77¢
SPAGHETTI	Golden Grain 1 lb. pkg.	49¢
CASSEROLE	Schillings, frozen taco 10½ oz.	99¢
TAMALE PIE	Schillings, frozen 10½ oz.	99¢
CASSEROLE	Schillings, frozen Enchilada, 10 oz.	1.09
EGG BEATER	Fleischmann, frozen pints	98¢
YOGURT	Knudsen frozen ½ pint	30¢
SOUR CREAM	Hampshire Knudsen pts.	66¢

COTT. CHEESE	Knudsen pints	67¢
ICE CREAM	Knudsen Party Time, ½ gal.	1.12
NESCAFE	Instant 10 oz.	1.99
CREAMER	Pream 16 oz.	1.20
PICKLES	Early Calif. Kosher Dills, 46 oz.	99¢
FOLGERS	Instant 6 oz.	1.49
FOLGERS	Instant 10 oz.	1.99
FOLGERS	Coffee 3 lb. can	3.24
WRAP	Stretch 'n Seal 50 feet	49¢
LUNCH MEAT	Temt 12 oz.	94¢
CLEANER	Tannery, Leather & Vinyl, 12 oz.	1.59

Super Low Meat Prices

FRESH LEG-O-LAMB	California grown mildly tender	lb. 1.39
SIRLOIN TIP STEAKS	Boneless, Midwest Cornfed steakhouse beef	lb. 1.69
PORK SPARERIBS	Country style, Mid-west Cornfed pork	lb. 1.09
LOIN PORK CHOPS	Center cut, Midwest Cornfed Royal Hamp. pork	lb. 1.49
LOIN PORK CHOPS	(Family Pak) large, Midwest, Cornfed	lb. 1.09
LOIN LAMB CHOPS	Fresh California California grown	lb. 1.89
LOIN LAMB CHOPS	Fresh, large California grown	lb. 1.69
RIB LAMB CHOPS	Fresh California grown	lb. 1.79
O-BONE CHOPS	Fresh California grown	lb. 1.59

PERCH FILLET	Kara Pre-cooked breaded, heat-n-eat	lb. 1.09
COD FILLET	Kara Pre-cooked breaded, heat-n-eat	lb. 1.09
SOLE FILLET	Kara Pre-cooked breaded, Heat-n-eat	lb. 1.19
BIT-O-SHRIMP	Rose brand heat-n-eat	lb. 1.49
FRESH SOLE	Fillet of Dover	lb. 1.39
BUTTERFISH	Fresh meaty fillets	lb. 69¢
FRESH SMELT	Columbia River	lb. 59¢
KING CRAB	Fresh frozen, Alaskan crab	lb. 1.89
SEA COD	Taste-O-Sea, portions, 11¼ oz. pkg.	ea. 99¢
SEA WHITING	Taste-O-Sea 1¼ lb. pkg.	ea. 69¢

WEINER WRAP	Pitts plain, cheese onion, Max. 4 oz. pkg.	4 FOR $1
BISCUITS	Pitts, buttermilk country style, 7½ oz. pkg.	7 FOR $1
CHEESE SPREAD	Kraft cracker barrel cold pack, 8 oz. pkg.	ea. 53¢
C. Chunks	Kraft random weight Mont. jack mild cheddar, mild longhorn.	10¢ OFF PKG.
HAM PATTIES	Swift brand 21 oz. can	ea. 1.59
TAMALES	Zippo brand, beef 21 oz. pkg.	ea. 1.19
ENCHILADA	Zippo brand, beef 13 oz. pkg.	ea. 1.05
BURRITO	Zippo beef & bean, red hot chili burr. 15½ oz.	ea. 85¢
BURRITO	Zippo red hot beef 15½-oz. pkg.	ea. 1.09
CORN DOGS	11½ oz. pkg.	ea. 98¢

POTATOES

Ours are U.S. No. 1 clean and husky, field fresh beauties loaded with flavor!

10 LB. BAG 59¢

SUPER SUNKIST

Big, plump oranges now at their peak of juicy goodness!

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BROCCOLI	Fresh and tender tight green heads	bu. 49¢
CABBAGE	Solid, fresh trimmed tender green heads	lb. 15¢
CARROTS	Fresh and firm, young and tender	lb. 19¢
PAPAYAS	Fancy ripe tropical fruit. Try some	ea. 49¢
RAISINS	Del Monte Brand 15-oz. Pkg.	ea. 79¢
CHINESE NOODLES		lb. 49¢
JAPANESE TOFU		lb. 49¢
WON TON SKINS		lb. 79¢
BEAN SPROUTS		lb. 25¢
EGG ROLL		lb. 79¢

GIN/VODKA

V.I.P. 80 proof quart Your Choice 3.99

BOURBON	Kentucky Gold 80 proof fifth	3.69
RUM	Trade Winds 80 proof, fifth	3.79
TEQUILA	Don Paco 80 proof, fifth	3.99
SCOTCH	B.-L. 86 proof 5th	4.99
WHISKY	Canadian Deluxe 80 proof, quart	5.59
WHISKEY	"QT" Premium 80 proof, quart	5.59
SCOTCH	Old Smugglers 86 proof quart	6.99
VODKA	Mr. Boston 80 proof, fifth	3.99
GIN	Calvert 80 proof, quart	4.99
TEQUILA	Montezuma 80 proof, quart	5.99

FISHING -for a good diet?

Calorie-counting can be tiresome and listless. Losing weight isn't the only basic concern, your health is extremely important, also. Fish and shellfish can slim and trim your body while you enjoy every delicious meal.

Are you discourage dieter? Counting calories is tedious, and fad diets usually leave the dieter tried and listless. Consider how long it took to accumulate the extra weight and you'll realize that it will probably take weeks of carefully planned dieting to lose it. The aim should not be simply to lose weight but to increase health and well-being at the same time.

It's time to eliminate your negative thoughts and start a diet routine that accentuates the positive. Fish and shellfish can slim and trim you while you enjoy every meal. Seafoods are high in valuable protein and contain many other nutrients to help increase your vitality while you diet.

Get yourself into the proper mood by beginning again with a tasty crabmeat entree that offers a maximum of flavor with a minimum of calories. Any of the crabmeat varieties available in your area offer great nutrition as well as great taste. Snow crab, the latest addition to the crab aristocracy, consists of several closely related species officially designated as snow crab by the Food and Drug Administration.

Snow crab has a delicate flavor, is tender and succulent, low in calories, and may be used interchangeably with other crabmeat in most recipes. Snow crab is offered frozen and canned for retail use. The frozen product is available in 6-ounce packages while the canned crabmeat is available in 7 to 7-1/2 ounce cans.

Deviled Crabmeat presents this delectable newcomer in a savory sauce baked in individual shells or custard cups. The sauce is a flavorful blend of sauteed celery and onion, mushrooms, dry mustard, milk, lemon juice, and egg, and other flavorings. Two cans of crabmeat make enough to please 6 people, and 20 to 25 minutes baking time is all that is needed, just time enough to prepare a crisp salad and your favorite vegetable. Deviled Crabmeat offers the ultimate in flavor and taste, and chances are that you'll serve this entree again and again even after the need to diet has passed.

DEVILED CRABMEAT

2 cans (7 to 7-1/2 ounce each) or 2 packages (6 ounce each) snow or other crabmeat, fresh or frozen
1/2 cup diced or chopped celery
1/4 cup chopped onion
1 tablespons margarine or cooking oil
1 tablespoon dry mustard
1/2 teaspoon salt
1/2 cup skimmed milk
1 can (4 ounce) mushroom stems and pieces, undrained
1 tablespoon lemon juice
1 teaspoon Worcestershire sauce
3 or 4 drops hot pepper sauce
1 egg, beaten
Parprika or chopped parsley

Drain canned crabmeat or thaw frozen crabmeat and remove any remaining cartilage. Cook celery and onion in margarine or cooking oil until tender. Stir in flour, dry mustard, and salt. Add milk and mushroom with liquid; cook, stirring constantly, until thickened. Add lemon juice, Worcestershire and pepper sauces. Stir a small amount of sauce into egg. Add remaining sauce. Add crabmeat; mix well. Spoon into 6 greased individual shells or 6-ounce custard cups. Bake in moderate oven, 350 degree, for 20 to 25 minutes or until hot. Sprinkle with paprika or chopped parskey. Makes 6 servings.

The Sacramento Observer
WEEKLY
Food
SECTION

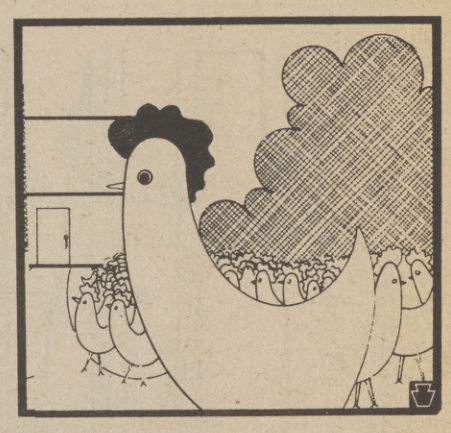
Focuses On More Production At Lower Cost

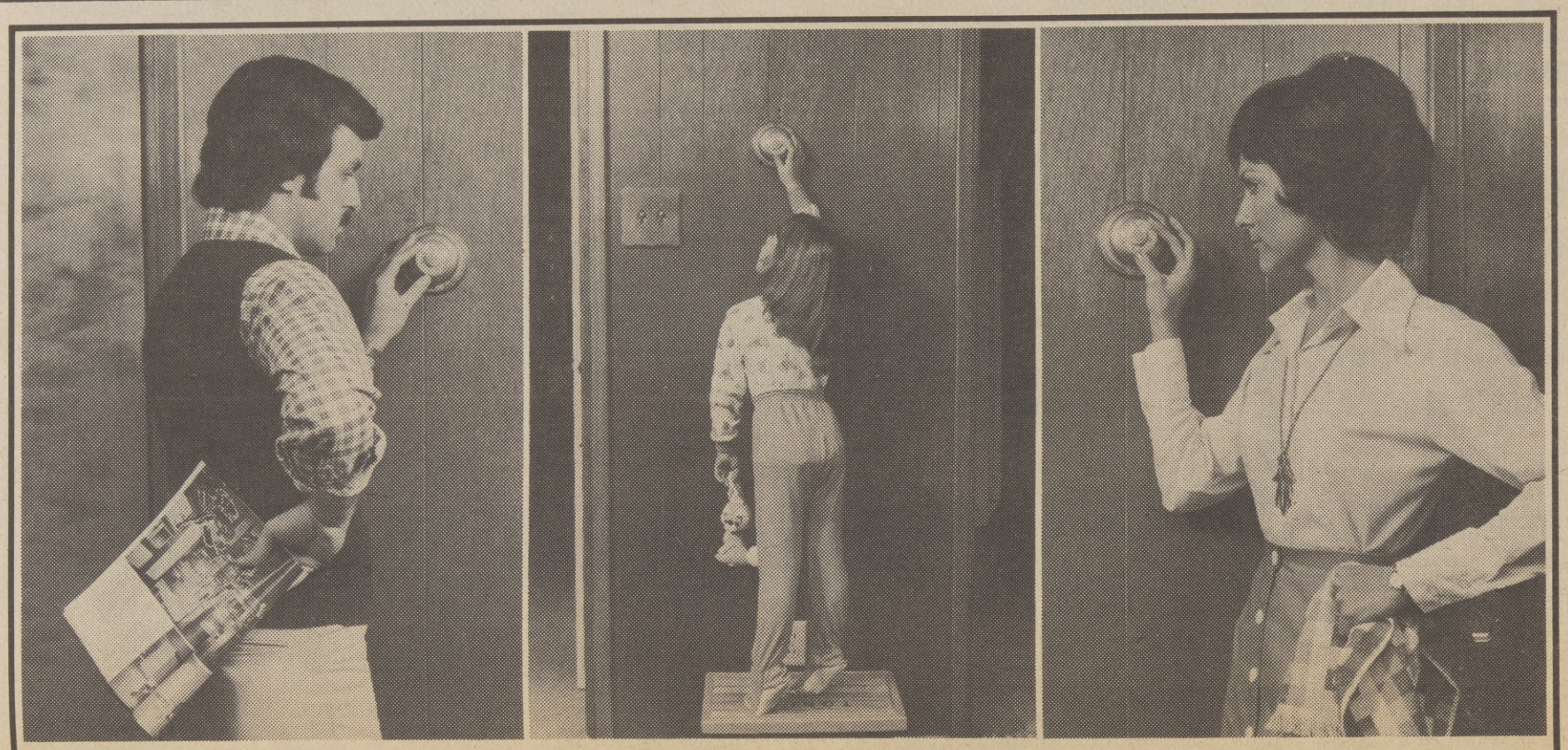
NEW ORLEANS - If we were still living in an agriculture based economy such as exists in the major part of the world, the average U.S. family of four would have a flock of 50 broiler chickens and five egg laying hens to support their 1975 eating habits.

These facts were quoted by Joseph M. Reed, president of U.S. Industries' Big Dutchman division, in a talk to company distributors just prior to the grand opening of the 15th World Poultry Congress here. Held every four years, the previous World Poultry Congress was in Madrid in 1970, and was last held in the United States in Cleveland in 1939.

Reed said U.S. chicken consumption per person averaged about 38 lbs. of dressed meat during the last year, and eggs consumed by that same person came to about 300. "You would also have to add two plump turkeys to that flock," added Reed, "since each person eats approximately 10 lbs or turkey per years."

Carefully controlled feeding and caging systems account for a phenomenal doubling in pro-





Stop The Family Free-For-All You'll Save If You Do!

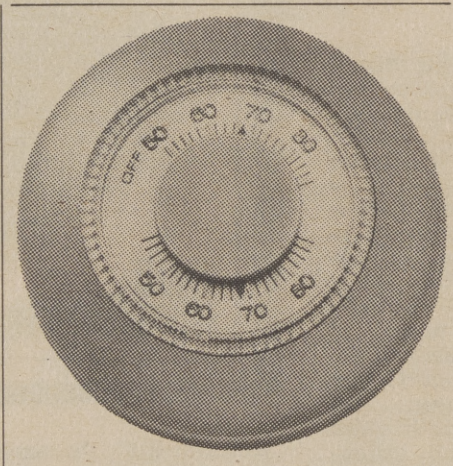
Your thermostat is designed to maintain desired constant temperatures in your home.

It works automatically, turning the heater on and off when needed. Every time you change the setting manually, however, you are wasting money and energy. Your heater is then turned on or off, making your home hot and cold . . . hot and cold. In order to save money and conserve energy, don't fiddle with your thermostat. When you are up and about keep your home at 68° . . . even lower when you're sleeping or away from home. It will conserve energy and save money. Here are some other energy-conservation measures that will also lower your heating bill.

1. Check your furnace filter monthly. With a clean filter, your furnace doesn't have to work as hard!
2. Weatherstrip all doors and windows. If the cold air can't come in, you don't have to heat it. And the warm air won't leak out!
3. Insulate your attic. Proper attic insulation can cut as much as ⅓ off the cost of your heating!
4. Keep your fireplace damper closed when not in use. If the damper is closed, heat can't escape!
5. Use draperies as insulation. Closed draperies help keep the heat in. But, when the sun is shining, open your draperies to let the sun's warmth in!

Most of all, remember . . . keep your home at 68° . . . and stop the family free-for-all.

ELECTRICITY IS VALUABLE . . . SMUD WANTS TO HELP YOU USE IT WISELY.



SMUD
SACRAMENTO MUNICIPAL UTILITY DISTRICT

duction and the resulting per capita consumption from 21.7 lbs. of chicken in 1951 to the 38 lbs. today.

Egg production also zoned from 174 per layer in 1950 to about 225 this year. American producers now get as many eggs with 20 per cent less feed. Even with inflation, a dozen large eggs costs about the same as 10 years ago.

U.S.I.'s Big Dutchman Company, based in Zeeland, Michigan, manufactures poultry and livestock equipment which enables producers to get these large yields.

The poultry raised today in specialized Big Dutchman confinement systems are put in large buildings with one layer stacked three high on top of the other in special cages to provide the ideal environment for maximum egg production.

An automated chain feeding conveyor passes in front of them assuring that each chicken eats the proper amount of carefully formulated feed to obtain maximum nutrition.

When the chicken lays an egg, it drops through the cage onto a moving conveyor belt which carries it to the packaging area of a complex. The chicken waste drops to the ground level where it is cleaned out periodically and used for fertilizer.

Reed said his company recently equipped the world's largest single-site automated caged poultry complex in South Carolina. It contains about 1,000,000 laying hens and nearly 500,000 replacement pullets in rearing cages.

"Focus on Feeding Mankind" was The World Poultry Congress theme, added Reed. Over 5,000 poultry scientists and large producers attended with about 25 per cent of the attendance coming from foreign countries.

Seminars on new techniques in poultry production were held simultaneously with an exhibition of new equipment. Show officials said the next location of the Poultry Congress in 1978, will be in Brazil.

Big Dutchman is the world's largest producer of livestock and poultry raising equipment systems with strategic offices throughout the United States and in every major poultry producing country on the globe.

Dellums Blasts Stamp Increase

Rep. Ronald V. Dellums has joined members of the Congressional Black Caucus in protesting to the President the raise in the price of food stamps.

In a letter to the President, Dellums called the increase in the price of food stamps "absurd and inhumane." Rep. Dellums pointed out that there are many ways to fight inflation in this country that make economic and social sense, without depriving the less fortunate in the country.

"This drastic measure will pose a hardship on the poor throughout America, because the Bonus Plan of the Federal Food Stamp Act will no longer be a measurable instrument in helping to eliminate hunger," Dellums wrote the President.

Dellums and members of the Congressional Black Caucus are considering legal action and will be meeting with Rep. Tom Foley, the new chairman of the House Agriculture Committee in the hopes of drafting legislation that would block the Agriculture Department from raising the cost of food stamps.

What Causes Back Pain?

Aside from headache, backache is America's most common health complaint.

Mr. Jones' car was bumped from behind. He suffers back pain. Mr. Miller lifted a heavy box at work. He suffers back pain. Mrs. Boswell is expecting a child. She suffers back pain.

Not all back problems are due to severe strains or dramatic accidents. There are times when a relatively innocent act such as stepping off a curbstone or lifting a pencil from the floor is sufficient cause for back pain. Unexpected, awkward and off-balance movements of any kind can cause back pain and sciatica.

This is because the pain may be the symptom of a spinal disorder compounded by structural weakness.

Pains of mysterious origin may be caused by spinal insults. Sometimes the symptoms of the back problem appear immediately, allowing the victim ro correlate cause and effect. However, sometimes days or even months pass before pain appears, causing the victim to seek treatment for conditions other than the causative spinal disorder.

Persistent or recurring aches in the lower back and limbs may suggest a possible lower spinal or pelvic problem. This often requires a structural correction of the cause in order to relieve the condition. Although drugs may hide the pain temporarily, the spine and sacroiliac must be aligned to its proper position for normal function.

If you suffer from back pain, it would be wise to consult a doctor of chiropractic. He has made a special study of conditions related to the sacroilac, spine and nervous system. He seeks to not only locate the problem and give relief from symptoms but also to correct the fundamental cause as well as offer preventive, rehabilitation, and maintenance counsel.

FEATURES THIS WEEK

USDA CHIOCE FRESH LB.
FLANK STEAK 1.78

FRESH SHOULDER CUT LB.
PORK ROAST 78¢

SWIFT 21- OZ. CAN
HAM PATTIES 1.58

FLAVORFUL PURE PORK LB
LINK SAUSAGE 1.08

BETTY CROCKER REG. PKG.
TUNA HELPER 59¢

BETTY CROCKER 18- OZ. PKG.
CAKE MIXES 69¢

FUERTE MED. SIZE EACH
AVOCADOS 25¢

GOURMET LARGE FANCY LB.
MUSHROOMS 88¢

IDAHO POTATOES 10 LBS.
No.1 RUSSETS 59¢

BEL AIR
The Stores That Care

Kraft–Low-Calorie, Imitation
Mayonnaise
32-oz. Jar **69c**

Safeway–Already Ground
2-lb. Coffee
2-lb. Bag **$1.98**

Grade AA Large Eggs
Lucerne (Medium—67c)
Doz. Ctn. **71c**

Sacramento Brand–Rich
Tomato Juice
46-oz. Can **49c**

Van Camp–Heat and Serve
Pork & Beans
2 16-oz. Cans **59c**

Betty Crocker–Instant
Potato Buds
16-oz. Package **89c**

Safeway Brand–Hot Cereal
Quick Oats
18-oz. Pkg. **45c**

Banquet–Frozen
Dinners
Except Beef or Ham
10.75-oz. Package **45c**

Pop-Up, 2-Ply Facial
Kleenex Tissue
Pkg. of 200 **43c**

Supurb Blue–Laundry
Detergent
49-oz. Pkg. **79c**

Hormel–Vienna
Sausage
All Meat
3 5-oz. Cans **$1**

Earthborn–Natural PH Balance
Shampoo
12-oz. Btl. **$1.19**

SHOP & SAVE MONEY AT SAFEWAY

Since we're neighbors let's be friends

Bel-air; 100% Pure Florida Frozen
Orange Juice
4 6-oz. Cans **$1**

Apple Pie	8-in.	$1.59
Custard Pie	11-oz.	$1.65
Meat Pies	7-oz.	83c
Sweet Peas	10-oz.	89c
Pepperoni Pizza	12-oz.	$1.29
Cut Corn	10-oz.	32c
Hash Browns	2-lb.	69c

Presto Logs	For cozy Fireplace Fires, Box of 4	89c
Chunk Tuna	Carnation Light Meat, 6½ oz. Can	47c
Beef Stew	Dinty Moore, 24 oz. Can	99c
Chili Con Carne	Hormel Plain, 15 oz. Can	75c
Quick Oats	Safeway Brand Hot Cereal, 42 oz. Pkg.	95c
Instant Coffee	Folgers Delicious, 6 oz. Jar	$1.55
Liquid Diet Drink	Sego Assorted, 10 oz. Can	47c
Grape Juice	Welch's, 4 25 oz. Bottles	93c
Wheaties Cereal	General Mills, 18 oz. Pkg.	85c
Soy Sauce	Chun King Oriental, 5 oz. Btl.	33c
Chow Mein Noodles	Chun King, 3 oz. Can	53c
Refried Beans	Rosarita, 17 oz. Can	41c
Soup	Lipton Cup-A-Soup Chicken, etc., Chicken Noodle, Lentil, N.E. Chowder, Pkg. of 4	57c
Bouillon	Cubes, Herb-Ox Beef or Chicken	40c

Imitation Ice Cream Joyett ½-Gal. Ctn. **92c**
25-lb. Dog Food Chuck Wagon Dry, Purina 25-lb. Bag **$5.99**
Pampers Diapers Disposable Overnight Pkg. of 12 **$1.16**
Fabric Softener Downy Liquid 96-oz. Bottle **$2.69**
Cooking Ease Pan Lubricant No Stick Spray 6-oz. Can **79c**

24-oz. Bread
Safeway–Premium White
2 24-oz. Loaves **89c**

Fruit Cups	Fruit Cocktail or Peaches, Del Monte, 4 4 oz. Cans	75c
Cheez Whiz	Kraft Cheese Processed, 5 oz. Jar	83c
Apple Juice	Tree Top Refreshing, 24 oz. Can	72c
Cake Mixes	Layer, Assorted Betty Crocker, 18 oz. Pkg.	79c
Frosting	Betty Crocker Assorted Ready to Spread, 7 oz. Can	$1.09
Dog Food	Gaines Burgers Prime Ground, 7 oz. Pkg.	$2.63
Nail Polish Creme		54c
Frosted Nail Polish		69c
Deodorant	Secret Dry Spray, 2 oz. Can	$1.39
Shampoo	Prell Concentrate, 7 oz. Btl.	89c
Cough Medicine	8 oz. Btl.	$1.43
Hand Lotion	7½ oz. Btl.	$1.49

½-Gal. Buttermilk		61c
Assorted Yogurt	8 oz. Ctn.	30c
Assorted Yogurt	Pint	55c
Bath Tissue	Scott, 4 Roll Pk.	69c
Folger's Coffee	1 lb. Can	$1.99
Instant Coffee	Folgers Delicious, 10 oz. Jar	$1.95
Cat Food	Purina Dry, 4 lb. Bag	$1.77
Textured Glad Wrap	50 sq. ft. Roll	47c
Sandwich Bags	Pkg.	51c
Glad Food Bags	Pkg.	$1.05

Qt. Whiskey
Cold Brook Blended 80-Proof
Quart Bottle **$4.39**

*Seagrams 7	$6.79
*Quart Scotch	$6.55
*Canadian Mist	$6.79
*Stantons Gin	$3.99
*Quart Vodka	$3.99
*Quart Brandy	$5.29

*(Available Only in Stores with Liquor Dept.)

FRESH, DELICIOUS, INSTORE BAKE SHOP GOODIES

Angel Food Cake
Assorted Icing & Toppings
20-oz. Cake **$1.79**

Sweet Rolls	6	99c
Potato Rolls	30	98c
16-oz. Bread	3	$1
Apple Pie		$1.89

(Available Only in Stores with Bake Shop)

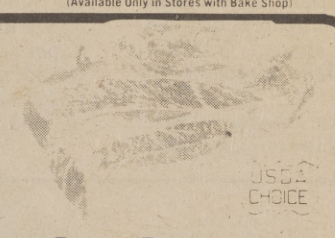
BUDGET SAVINGS 10c PRODUCE SALE

Sunkist Lemons — Fresh, Tender Quality — 140 Size Each
Crisp Celery — Fresh, Green Stalks — POUND
Fresh Turnips — POUND
Green Cabbage — Fresh, Crisp Heads — POUND
10c
Green Onions — Fresh, Full BUNCHES
Banana Squash — POUND — Or Mediterranean Thick Meated
Crisp Radishes — 6-oz. Pkg. — Red Globe
Bean Sprouts — POUND — An easy salad treat!

POTATOES New Crop California White Rose lb. **10c**
MILD ONIONS Sweet Yellow lb. **10c**

Regular
Ground Beef
(Premium lb. $1.29) Any Size Package
lb. **66c**

Turbot Fillet
Greenland
lb. **88c**



Chuck Roast
Blade Cut
lb. **59c**

Great Selection Of Meats To Feed Your Family

Sliced Bacon	$1.19	Baking Hens	49c	Sliced Bologna	99c
Round Steak	$1.18	Fish Sticks	98c	Jumbo Franks	$1.09
7-Bone Chuck Steak	98c	Sliced Bacon	$1.13	Turkey Breast	99c
Beef Plus	59c	Chip Steak	$1.99	Beef Franks	$1.16
T-Bone Steak	$1.99	Crossrib Steak	$1.59	Sliced Bacon	$1.49
Ground Turkey	89c	Calf Liver	$1.59	Beef Bologna	$1.05
Calf Round Steak	$1.09	Armour Sliced Bacon	1.25	Catfish	$1.89
Calf Rib Steak	$1.59	Bar-B-Q Franks	$1.39	Smoked Turkeys	99c
Roast	$3.98	Chicken	$1.98	Cod Fillets	$1.15

Beef Liver
High in Iron
lb. **88c**

Hen Turkeys
Honeysuckle USDA Grade A
lb. **59c**

Boneless Ham
Safeway Portions
lb. **$1.59**

U.S. Food Stamps Accepted At Safeway

Prices Effective today thru Sat. Feb. 1

SAFEWAY

AREA ADDRESSES

Alhambra and J Sts
5th and N
W. Sacramento Capitol Ave
Del Paso and El Camino
Fulton and El Camino
Franklin and Sutterville
Manzanita and Fair Oaks
Marysville and Orange Ave
Florin Road and 24th
Walnut and El Camino Carmichael
Sunrise and Winding Way Fair Oaks
1360 Broadway Placerville
204 Main St. Woodland
Davis Bldg. Davis
620 North G St. Davis
Roseville Square
411 Grass Valley Hwy. Auburn
Sunset Whitney Rocklin
Hwy. 49 at St. Paul's Pollock Pines

King Crab Puffs

These bite-sized Crab Puffs feature miniature cream puffs filled with a savory Alaska King crab filling. They can be made ahead and stored in the freezer to be reheated as needed.

For the zesty filling, canned or frozen Alaska King crab is finely sliced and combined with colorful green onion, olives and grated Parmesan cheese. Cream cheese and dairy sour cream bind the mixture together.

Aside from its superb flavor, Alaska King crab offers great convenience. It is fully cooked with tendons and cartilage removed and ready to use from the frozen food package or can.

KING CRAB PUFFS

1 (7-1/2 oz.) can Alaska King crab or 1 (6 oz) package frozen Alaska King crab, defrosted
1 (3 oz.) package cream cheese, softened
1/3 cup dairy sour cream
2 tablespoons chopped pimiento-stuffed olives
1 green onion, minced
1/4 cup grated Parmesan cheese
1/4 teaspoon seasoning salt
Miniature cream puff shells

Drain carb and slice fine. Combine with remaining ingredients except puff shells. Fill puff shells with crab filling. To serve, heat in 325 degree oven 10 minutes. If frozen, heat in 400 degree oven 15 minutes. Makes about 4-1/2 dozen appetizers.

MINIATURE CREAM PUFF SHELLS

Heat 3/4 cup water, 1/3 cup butter and 1/2 teaspoon salt to brisk boil. Add 3/4 cup flour all at once, stirring until mixture forms a ball and leaves sides of pan. Remove from heat. Add 3 eggs, one at a time, beating until thick and satiny after each addition. Drop by teaspoonfuls on buttered baking sheet. Bake in 400 degree oven 25 to 30 minutes. Cool on racks.

Fish Is At Home On Campfire Or on The Range

Getting back to nature and away from it all makes a great family vacation. There's lots of time and energy for swimming, hiking and especially eating. Preparing the food is part of the fun -- if it's shared. Make sure everyone gets a job and keep the food simple, yet interesting.

Camping isn't a carefree vacation unless you plan well in advance. Checklists of foods, equipment and menus are a must to get everything on the road. If you're planning to fish or can carry frozen fish in your ice chest for a day, you'll want to include French Fish Fillets on your campout cooking menu. Dipped into a flavorful, "tomatoey" dressing, and coated with crunchy cracker crumbs, it is the kind of simple and hearty fare that's just right for cooking over an open fire.

Ingredients and equipment are minimal, and preparation and cooking time are short. Bottled French dressing and cracker crumbs are easy to transport in your traveling kitchen, as they take up little space and do not require special storage. As for equipment, this recipe calls only for standard camping supplies -- a bowl for the dressing, a plastic bag for the crumbs, and your faithful iron skillet for cooking.

If French Fish Fillets become a favorite on the trail and you want to repeat the recipe at home, or if you're just not an outdoor cooking buff, try the indoor variation. You'll find this convenience recipe a welcome change for taste at the end of a busy working day.

FRENCH FISH FILLETS

1 lb. fish fillets
Kraft French Dressing
Cracker Crumbs

Coat fish with dressing; dip in crumbs. Panfry in Kraft Pure Safflower Oil, 10 to 12 minutes, or until fish flakes easily with a fork.

VARIATION: Place fish in a greased baking dish; bake at 450 degrees, 10 to 12 minutes, or until fish flakes easily with a fork.

As-Salaam-Alakium

(Peace be unto you)

When you want your food prepared just right...SHABAZZ FISH & CHIPS will be to your delight!.....The only place in town where you still can have a wholesome & delicious meal for a DOLLAR. Your health is our MAIN CONCERN.

SHABAZZ FISH & CHIPS

2966 35th st. Phone 452—9091

Chicken King

FAMILY SIZE Take Home
SINGLE ORDERS
BUCKET-O-CHICKEN
FISH AND PRAWNS

Probably the best food around
Phone 922-5761

3449 RIO LINDA BLVD AT NOGALES IN DEL PASO HEIGHTS

Good Meal
Good Deal
EVERYDAY
Special!

99¢

2-PIECES OF CHICKEN
COBBETTE OF CORN
MASHED POTATOES & GRAVY
ROLL

Kentucky Fried Chicken®

3119 BROADWAY

IT'S THE TOTAL THAT COUNTS!

You can enjoy the very best at Jumbo!

Our Original DISCOUNT PLUS . . . is the reason!

Where Shopping Is A Pleasure

JUMBO
DISCOUNT SUPER MARKETS

- 24th STREET and FLORIN ROAD
- 2711 EL CAMINO near FULTON
- 1055 NORTH FIRST STREET, Dixon
- POWER INN and FLORIN ROADS
- 35th AVE. and SOUTH LAND PARK DRIVE
- 8911 FOLSOM BLVD. east of WATT AVE.

CORNED BEEF

SHENSON FOUR GENERATIONS OF QUALITY MEATS

Shenson's Famous Mild Cured

Regular or Spiced

$1.17 lb.

THERE IS A DIFFERENCE IN CORNED BEEF . . . Jumbo's is the finest money can buy! Guaranteed Satisfaction.

PORK LOIN ROAST

FRESH Lean, Extra Value Trimmed

Rib End 3 lb. Avg.

79¢ lb.

CENTER CUT PORK CHOPS

Extra Lean Value Trimmed

FRESH

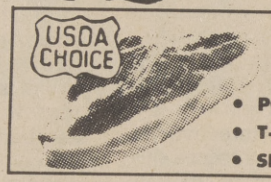
$1.29 lb.

Norbest Finest Young Broadbreasted USDA Grade A

TURKEYS

Tender-Timed Basted Young Turkey 10 to 24 lb. avg.

59¢ lb.

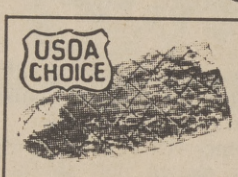


USDA Choice Extra Value Trimmed

STEAKS

- PORTERHOUSE
- T-BONE • CLUB
- SIRLOIN Semi-Boneless

$1.79 lb.



USDA Choice Extra Value Trimmed

FLANK STEAK $1.79 lb.

USDA Choice Well Trimmed
STANDING RIB ROAST $1.39 lb.

USDA Choice Well Trimmed
CHUCK STEAK 89¢ lb.

USDA Choice Lean Boneless Rolled
X-RIB ROAST $1.39 lb.

Jumbo's Regular — Any Size Pkg.
GROUND BEEF 69¢ lb.

Goehring Victor Brand Finest
LINK SAUSAGE PURE PORK 8 oz. pkg. 49¢ ea.

Jumbo's Own Finest Mild Cured
SLICED BACON 1st Grade $1.19 lb.

Fresh Young Tender Skinless
SLICED BEEF LIVER 69¢ lb.

Kraft Finest
RANDOM WEIGHT CHEESE Mild, Med., Sharp Cheddar; Mild, Sharp Horn; Swiss; N.Y. Sharp; Jack; Brick, Mozzarella; Muenster, Caraway 10¢ OFF EACH PKG.

Ocean Fresh
FILLET OF BUTTERFISH 59¢ lb.

ARMOUR ★ FINEST JUMBO VALUES!

Regular or Beef **FRANKS** 12 OZ. PKG. 59¢ ea.

Sliced **SALAMI, BOLOGNA** Reg., Beef, Thick or Gralic 12 oz. 79¢ ea.

RC COLA 16 oz. Bottles 8 PACK $1.19 Plus Deposit

Diet Rite COLA 16 oz. Bottles. 8 pack $1.09 Plus Dep.

SPAGHETTI SAUCE MIX Lawry's 1½ oz. 22¢
WHOLE POTATOES Mission 303 25¢
GRANOLA Sun Country 16 oz. 49¢
RY KRISP Ralston 8 oz. 53¢
APPLE JUICE TreeTop 46 oz. 59¢
COFFEE Maxwell House 2 lb. can $2.19

More "JUMBO EXTRA VALUES"

Dennison's **CHILI WITH BEANS** Regular or Hot 15 OZ. **43¢**

Mary Ellen **APRICOT-PINEAPPLE JAM** 18 OZ. **79¢**

Mary Ellen **STRAWBERRY JAM** 18 OZ. **79¢**

Crisco **SHORTENING** 3 LB. CAN **$1.89**

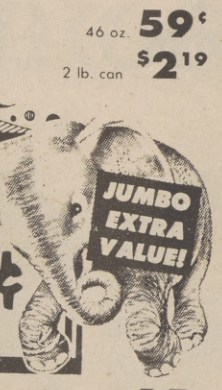
Nulaid Grade AA **LARGE EGGS** DOZ. **76¢**

Coronet **TOWELS** JUMBO ROLL **45¢**

Joy **LIQUID DETERGENT** 32 OZ. **85¢**

Cascade **DISHWASHER DETERGENT** 50 OZ. **98¢**

CRISCO OIL 24 OZ. **99¢**



LUNCH BAGS Zee 20 ct. 15¢
DOG FOOD Kal Kan Reg. Stew or Chicken Stew 14 oz. 33¢
COOKIES McVittie's College Cream, Citrello, Cheddar pkg. 49¢
RONDELLO COOKIES McVittie's 6 oz. 55¢
INSTANT MILK Pet 20 qt. bag $4.29

LAUNDRY DETERGENT Dash JUMBO **$2.69**

DEODORANT SOAP Irish Spring 3½ oz. 21¢
PUMICE BAR Lady's Aid pkg. 65¢
FABRIC SOFTENER gal. 79¢
SANITARY NAPKINS Modess 14 ct. 65¢
SANITARY NAPKINS Modess 48 ct. $1.95

FROZEN FOODS

ICE CREAM Crystal ½ GAL. **99¢**

APPLE JUICE TreeTop 12 oz. 47¢
BUTTERMILK WAFFLES Aunt Jemima 10 oz. 49¢
PANCAKE BATTER Kwik Make 16 oz. 57¢
SHREDDED HASH BROWNS Ore Ida 24 oz. 57¢
EGG BEATERS Fleischmann's 16 oz. 85¢

"JUMBO EXTRA VALUE" Prices Effective thru Feb. 4th
STOREWIDE DISCOUNT SHELF PRICES EFFECTIVE EVERY DAY!

FRESH PRODUCE

Long Green Crisp **CUCUMBERS** EA. **19¢**

Farm Fresh Young Tender **SPINACH** BUN. **19¢**

Calavo Large **AVOCADOS** Thin Skin Fuerte EA. **29¢**

Large Solid Red Ripe **TOMATOES** LB. **49¢**

Extra Fancy Large Size **BELL PEPPERS** LB. **69¢**

U.S. No. 1 Oregon Russet **POTATOES** 10 LB. BAG **69¢**

LEADING YOUR COMMUNITY--IN STYLE

by Mrs. Ophelia DeVore Mitchell

(This is the first of a series of articles on how moderate - income families, lower-income families and others can live in the very best style . . . without paying unreasonably high prices for food, clothing, home furnishings, beverages and other basic needs for good living. These editorials are in support of your own Community's newspaper's effort -- in cooperation with the National Newspaper Publisher's Association -- to help add to the quality of life of all of us. You can help support your local publisher's efforts by bringing this column to the attention of others and by participating in the varied endeavors of your publisher to help in the leadership of communities . . . and in style without paying needlessly high prices).

QUALITY FOODS CAN BE CUT:

Food costs are one of the largest expenses in family living. For moderate and lower income families, it undoubtedly is the largest single expense . . . representing close to 20 per cent (or more) of the income of Black Americans. And, food prices continue to climb at a more rapid rate during this inflationary period than any other commodity-grouping.

Adjustment of foods costs and/or buying habits is easier than most other commodities since food is purchased once or twice a week by many families and daily by some. When you contrast this with purchases of an automobile, a home or furniture -- where years elapse between purchases, you can see its far easier to correct mistakes in food purchase patterns.

For those of us hit hardest by inflation, we have to be aware of all possible savings and take advantage of them. One sure way is to always redeem money-value coupons. There are other suggestions, also, offered by Cornell University consumer leaflet No. 18.

COMPARE COST PER SERVING:

Because lower-cost meats and produce may contain waste, price alone cannot be the only guide to value of these foods. A more accurate measure of economy is cost per serving.

To find or calculate cost per serving, simply divide the retail price per pound by the number of servings it provides per pound. For example, a store may offer both ground chuck beef and pork spare-ribs for 89 cents per pound. Because the spare-ribs contain considerable waste in the form of bone and fat, a pound provides only 1-1/3 servings. On the other hand, a pound of ground chuck provides as much as 4 servings. This means that spare-ribs cost 67 cents (89 cents divided by 1-1/3). A serving of ground chuck costs only 22 cents (89 cents divided by 4).

ALWAYS REDEEM COUPONS:

Many food processors or marketers of high quality foods promote with money-saving coupons. These coupons often make purchases of these high quality foods lower than inferior brands. Thus, when excellent brands like those of GF Kitchens, Kraftco, Kelloggs, Best Foods, Quaker Oats, RJR Foods, General Mills and others offer coupons as a cash savings, they should always be clipped and redeemed.

More about how redeeming coupons and other ways to save will be explored in future articles in this newspaper on how you can be "Leading Your Community . . . In Style!" without exceeding a reasonable budget.

Ham In The Snow

Canned Polish Ham is a boon to the busy housewife, economical and tasty. It may be eaten as is, or prepared into a real eye-catching dish for company.

Polish Ham has all the Old World goodness of natural flavor, with no additives. It is just cured under the most modern scientific methods in its own natural juices.

The ham comes in sizes to fit every family's needs. A delicious main dish is Polish Ham in the Snow -- an unusual coconut and pineapple flavored delicacy.

1 3-lb. can Polish Ham
1 can (8 oz.) crushed pineapple
1/2 cup brown sugar
1/2 teaspoon dry mustard
1/4 teaspoon ground cloves
1/2 cup shredded coconut

Slice ham 1/4 inch thick and place in shallow baking dish; spread ham slices apart slightly. Combine brown sugar, mustard and cloves with pineapple (including liquid). Spoon mixture over ham. Bake in preheated oven 350 degrees, for 15 minutes. Sprinkle with coconut and bake 5 to 10 minutes longer, until coconut is golden brown. Makes 8 servings.

SUGGESTED MENU: Polish Ham in The Snow; Yams; Tossed Green Salad; Black Bread, Dessert.

Tuna Chip Sandwiches

Tempt your lunch bunch with Tuna Chip Krr-unch Sandwiches. Make them ahead. The filling stays moist because of the velvetized evaporated milk in them. Assemble, then place the covered sandwiches in the freezer. An hour before lunch, coat, crunch and bake them. They're terrific.

TUNA CHIP
KRR-UNCH SANDWICHES
(Makes 6-7 sandwiches)

1 tablespoon lemon juice
1-2/3 cups undiluted Carnation Evaporated Milk
1-3/4 cups (12-1/4 oz. can) drained tuna
1/2 cup undiluted cream of mushroom soup
2 teaspoons snipped parsley
2 drops hot pepper sauce
1/4 cup finely chopped onion
3 eggs
12-14 sandwich slices white bread
3 cups finely crushed potato chips

Stir lemon juice into 1/2 cup evaporated milk until milk thickens. Combine with tuna, mushroom soup, parsley, hot sauce, onion and 1 egg in bowl. Mix well. Cut crusts off bread; keep slices equal in size. Spread each of 6 to 7 slices with slightly more than 1/3 cup of tuna filling. Top each with second slice. Cut sandwiches diagonally in half. Place on greased cookie sheet; cover with plastic wrap or aluminum foil and place in freezer 45 minutes. Combine remaining evaporated milk then potato chips. Place back on cookie sheet. Bake in slow oven, 300 degrees, 45-50 minutes.

Chicken Creole Crepes

Here's "haute cuisine" that costs less than that perennial budget favorite -- hamburger! Chicken Creole Crepes form a perfect partnership, delectably elegant yet economical. Just fold the sauced chicken into a lightly browned crepe, which is a thin pancake gone high brow, and serve.

Wherever or whenever they are served, crepes add excitement to a menu with a gift of extra nutritive value, too. Made with enriched flour, the crepes contain the B-vitamins -- thiamine, niacin and riboflavin, and the mineral iron -- all essential to good health.

CHICKEN CREOLE CREPES
(1 dozen)

1 cup flour
1/2 teaspoon salt
3 eggs, beaten
3 tablespoons butter, melted
1-1/4 cups milk
Butter
Chicken creole filling

Stir together flour and salt. Blend together eggs, butter and milk; add all at once to flour mixture, beating until smooth. Melt 1 level teaspoon additional butter in preheated 6-inch skillet for each crepe. Pour 1/4 cup batter into pan, tilt and rotate pan quickly so batter covers bottom evenly. Cook over medium heat 1 to 2 minutes on each side. Stack and keep warm until all crepes are made. Freeze until ready to use or fill with Chicken Creole Filling.

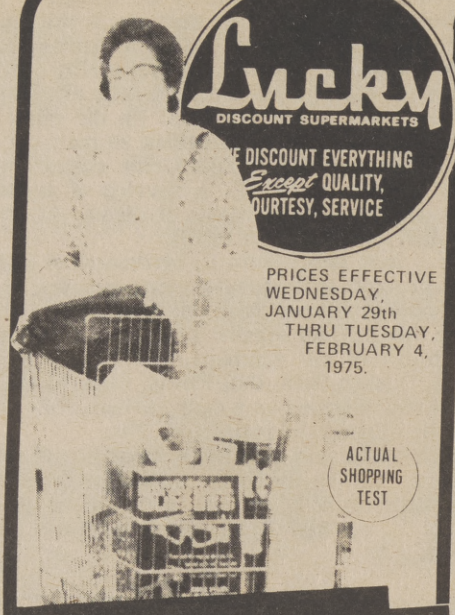
CHICKEN CREOLE FILLING

1/2 cup chopped green pepper
1/4 cup chopped onion
1 clove garlic, minced
3 tablespoons butter, melted
1 can (15 oz.) tomato sauce
3/4 cup white wine
1 tablespoon chopped hot peppers or green chilies
1 teaspoon thyme leaves crushed
1/2 teaspoon oregano leaves, crushed
3 cups cooked diced chicken

Saute green pepper, onion and garlic in butter until soft. Add remaining ingredients, except chicken cubes, and simmer 1/2 hour. Add chicken, simmer 5 minutes.

Lucky
DISCOUNT SUPERMARKETS

WE DISCOUNT EVERYTHING Except QUALITY, COURTESY, SERVICE



PRICES EFFECTIVE WEDNESDAY, JANUARY 29th THRU TUESDAY, FEBRUARY 4, 1975.

ACTUAL SHOPPING TEST

MRS. JOHNSON SAVED $4.60 SHOPPING AT LUCKY

IN AN ACTUAL SHOPPING TEST MRS. JOHNSON SPENT $65.32 FOR ITEMS OF HER OWN CHOOSING AT LUCKY. WE THEN SUPPLIED HER WITH A LIST OF THESE ITEMS AND ASKED THAT SHE PURCHASE THEM ONCE AGAIN AT ANOTHER SUPERMARKET. SHE WAS ASKED TO PURCHASE THE SAME, OR COMPARABLE ITEMS AND DID . . . BUT SHE SPENT $69.92 AT THE OTHER STORE.

Lucky
If you only knew.
MRS. JOHNSON KNOWS

Mrs. Johnson's Shopping Test was Notarized January 9, 1975.

LAUNDRY AIDS

Palmolive Liquid Detergent 22 oz. Plastic 87¢

Cold Power Deteregent 84 oz. Pkg. 1.99

Mr. Clean Liquid Cleaner 28 oz. Plastic 1.01

K2-R Spot Lifter Aerosol 7 oz. can 1.63

Janitor In A Drum 32 oz. plastic 89¢

FROZEN FOODS

Gorton's Fish Sticks Pkg. of 16 14 oz. pkg. 1.09

Breakfast Sausages MORNINGSTAR — Farm Patties, Slices or Links 8 oz. pkg. 85¢

Crinkle Cut French Fries Deep Fries 24 oz. bag 69¢

Bridgford's Bread Demi Loaf 5½ oz. pkg. 18¢

Ear Cob Corn BIRD'S EYE pkg. of 4 69¢

Flav-R-Pac Orange Juice 100% Pure (12 oz. can 49¢)(16 oz. can 64¢) . . . . 6 oz. can 26¢

Cut Green Beans FLAV-R-PAC Regular or French Cut 9 oz. pkg 36¢

Banquet Dinners Chicken, Salisbury Steak, Turkey, Mexican Style, Fish, Beef Enchilada, Beans & Franks or Combination reg. pkg. 56¢

John's Pizza Pie Cheese or Sausage (Pepperoni 14 oz. pkg.) 15 oz. pkg. 1.04

LIQUOR-WINE

SAVE 10% ON ALL LIQUORS
When you buy a case of 12 - 5ths or Qts. or 6 - ½ Gallons

Los Hermanos Mtn. Wine Burgundy, Chablis or Rose ½ gal. bottle 2.98

Italian Swiss Colony Wine Pink, Gold or Ruby Chablis mag. bottle 2.49

Ancient Age Straight Bourbon — 86 Proof (½ gal., 11.98) 5th 5.50

Lucky Canadian Whisky 86.8 Proof 5th 4.39

Lucky Gin or Vodka 100% Grain Neutral Spirits 80 Proof (Case price 41.74 or 6.96 per bottle when you buy a case of 6) ½ gal. 7.73

Lucky Rum Gold or Light - 80.6 Proof 5th 3.69

Available at Stores with In-Store Liquor Departments ONLY.

HOLLY Sugar Granulated 10 lb. Bag 5.0¢

GLADE Air Freshener JOHNSON'S Solid Assorted Scents 6 oz. Pkg. 29¢

KRAFT American Cheese Deluxe, Sliced 12 oz. Pkg. 89¢

MARS Pantry Pack 5 Flavors - Snickers, Milky Way, M & M Plain or Peanuts or 3 Musketeers Pkg. of 15 1.49

VAN CAMP'S Pork and Beans 31 oz. Can 53¢

DEL MONTE Juice Drink Pineapple Grapefruit or Pineapple Orange 46 oz. Can 39¢

KRAFT Macaroni & Cheese Dinner 7.3 oz. Pkg. 28¢

DOWNY Fabric Softener 64 oz. Plastic 1.49

SUN GLO Tort Chips Regular 10 oz. or Taco Flavor 9 oz. Pkg. 39¢

IVORY SOAP Personal Size Pkg. of 4 43¢

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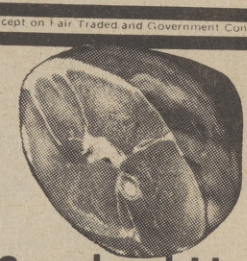
Prices are Discounted and Single Item Priced Except on Fair Traded and Government Controlled Items.

Beef Chuck
Blade Roast lb. 65¢
7-Bone Roast lb. 79¢

Fresh Fryers USDA Grade A
Whole Body lb. 46¢
Cut-Up lb. 54¢

Ground Beef lb. 59¢



Smoked Ham Fully Cooked, Sugar Cured, Shank Half lb. 99¢
Butt Portion lb. 1.09

Beef Rib Steaks lb. 1.79

BEEF Chuck Steaks lb. 89¢
BEEF Rib Roast Large end lb. 1.29
BEEF CHUCK Cross Rib Roast lb. 1.29
PORK LOIN Sirloin Roast 3½ to 4 lb., Finest Eastern lb. 1.09

Beef Loin T-Bone Steaks lb. 1.79
BEEF LOIN PORTERHOUSE STEAK lb. 1.89

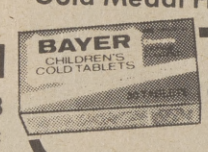
WILSON Certified Sliced Bacon 1 lb. pkg. 1.17
LADY LEE Sliced Bacon (Thick - 2 lb. pkg. 2.23) 1 lb. pkg. 1.12
ITALIAN BRAND Breaded Veal Patties lb. 1.28
All Veal Steaks Redi to Cook lb. 1.39

Beef Loin Top Sirloin Steaks Boneless lb. 1.89

PACIFIC COAST & ALASKA Salmon Steaks HARVEST DAY Fresh, Frozen lb. 2.29
PACIFIC Halibut Steaks HARVEST DAY Fresh, Frozen lb. 2.09
PACIFIC COAST & ALASKA Fillet of Sole HARVEST DAY Fresh, Frozen lb. 1.79
SHENSON'S Corned Beef Boneless, Round lb. 1.19

BREAD-CEREAL-FLOUR

Harvest Day Bread White or Wheat Reg. or Sandwich 16 oz. loaf 35¢
Harvest Day Bread or Buttermilk Potato, Crushed Wheat, Chuck Wagon, Split Top 24 oz. loaf 47¢
Lassen Cereal Granola or Honey Almond 3 lb. pkg. 73¢
Gold Medal Flour Regular or Unbleached 5 lb. bag 1.05



BAYER Childrens Cold Tablets Bottle of 30 49¢

WELLA BALSAM Shampoo 16 oz. Plastic 2.19
Conditioner Regular or Extra Body 16 oz. Plastic 1.67

PYREX BAKEWARE 2 qt. loaf dish, square cake dish, oblong baking dish, or 1 qt. utility covered casserole. YOUR CHOICE Each 1.19

IRONING BOARD PAD & COVER SET Fits all 54" boards. Set 1.49

Potatoes U. S. No. 1 Russet 10 lb. Bag 59¢

Spinach Large green bunches great for salads. Bunch 19¢

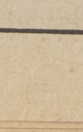
Avocados Large size & full of flavor . . . Each 19¢

Apples Golden Delicious Washington Extra Fancy lb. 25¢

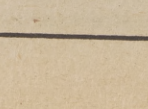
Tangelos Minneola sweet & juicy 3 lb. cello bag 49¢

DELICATESSEN

Farmland Canned Ham 5 lb. can 7.69
Harvest Day Biscuits Homestyle or Buttermilk 8 oz. roll 16¢
Cheese Spread LADY LEE Sliced American Individual Wrap 3 lb. pkg. 2.99
Lady Lee Salad Dressing Bleu Cheese 16 oz. jar 99¢
Dubuque Canned Ham 3 lb. can 5.45
Oscar Mayer Wieners Meat or Beef 16 oz. pkg. 1.09
Land'O Frost Sliced Meats Beef, Turkey, Corned Beef, Smoked Pastrami, Ham or Chicken 3 oz. pkg. 45¢
Flour Tortillas DON RICARDO 8" 12 oz. pkg. 41¢



WINE LITER ½ liter size 59¢



COFFEE MUG Stack bottom with wexford design. 9 oz. 48¢

EARTHENWARE Teapot 32 oz. size 2.99

BUNDT PAN Nordicware - 12 cup. Formed aluminum with teflon interior. Each 2.88

HAIR SNARE Stops clogged drains and screen traps hairs. Each 76¢

DAIRY PRODUCTS

Lady Lee Butter Grade AA Cubes 1 lb. pkg. 84¢
Lady Lee Eggs Grade AA — Dozen Carton Extra Large 77¢ Large 71¢ Medium 68¢
Lady Lee Ice Cream Assorted Flavors Flat Carton ½ gal. ctn. 1.12
Tropicana Orange Juice 64 oz. ctn. 79¢
Velveeta Cheese Food KRAFT 2 lb. pkg. 1.75

FRUITS & VEGETABLES

Harvest Day Applesauce 16 oz. can 29¢
Del Monte Fruit Cocktail 17 oz. can 41¢
Cut Green Beans DEL MONTE 16 oz. can 37¢
Harvest Day Golden Corn Cream Style or Whole Kernel 17 oz. can 36¢
Vegetable Juice Cocktail LADY LEE 46 oz. can 59¢
Hunt's Tomato Paste 6 oz. can 25¢

OTHER ITEMS

Raisin Bran Cereal Post 20 oz. pkg. 89¢
Ken'L Ration Dog Food Regular or Liver Flavor 15½ oz. can 23¢
Gaines Burgers Prime Beef Chunks 4 lb. 8 oz. pkg. 2.59
Brach's Candy Lemon Drops 10 oz., Starlight Mints 8½ oz. or Butterscotch Disks 9 oz. pkg. 63¢
Mazola Corn Oil 48 oz. bottle 2.45
Log Cabin Syrup Buttered 36 oz. bottle 1.91
Spaghetti Sauce Mix LAWRY'S 1½ oz. pkg. 25¢
Betty Crocker Bacos 3 oz. jar 79¢
Dry Roasted Peanuts PLANTER'S 12 oz. jar 1.00
Saffola Oil 24 oz. bottle 1.29
Shell No-Pest Strips 3.5 oz. pkg. 1.99
Aurora Toilet Tissue Ass't Pastel colors 2-Ply, Scented 2 roll pkg. 48¢
Pabst Beer 12 Pack 12 oz. can 2.69
Harvest Day Beverages Assorted Flavors, Regular 12 oz. can 17¢

Lucky
WE DISCOUNT EVERYTHING Except QUALITY COURTESY SERVICE

6431 Fair Oaks Blvd. Carmichael
4794 Manzanita Ave. Carmichael
7919 Auburn Blvd. Citrus Heights
106601 Folsom Blvd. Rancho Cordova
2501 Fair Oaks Blvd. Sacramento
2441 Northgate Blvd. Sacramento
150 Harrison St. Auburn
1900 Anderson St. Davis
323 E. Bidwell St. Folsom
2700 Marconi Ave. Sacramento
5445 Auburn Blvd. Sacramento
5600 Folsom Blvd. Sacramento
9105 Kiefer Blvd. Sacramento
2157 Pillsbury Rd. Chico
La Riviera & Watt Sacramento
5937 Watt Ave. No. Highlands
4315 Arden Way Sacramento
4408 Del Rio Rd. Sacramento
110 Broadway Placerville
4150 Florin Rd. Sacramento
6008 - 44th St. Sacramento
828 'J' St. Marysville
2211 'F' St. Sacramento
4830 'J' St. Sacramento
Sunrise Mall Citrus Heights
700 Gray Ave. Yuba City
West & Court Woodland
100 River Rd. Tahoe City
At Tahoe Blvd. at Highway 50 So. Lake Tahoe

The Sacramento Observer

BUSINESS

JAN. 30 - FEB. 5, 1975
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SECTION G

Doug Greer Schedules Work Shop

Attorney Douglas Greer will conduct a workshop on "Wills, Types-Administration and Execution," at the February 8 meeting of Council 7, Sierra Nevada Region, International Toastmasters Clubs to be held in the McClellan Air Force Base NCO Club.

Additonal workshops will be given on Voice Projection and Lexicology.

Chairman Kathryn Scheld will preside at the meeting which begins at 9 a.m.

Luncheon will be served at 11:45 a.m. Betty Gross, a Contract Negotiator for Air National Guard and Non-Commissioned Officer Wife of the Year 1958, will be guest speaker. She is currently the Assistant Supervisor of Sierra Nevada Region, I.T.C.

New Helvetia Toastmistress Club will hostess the meeting. Reservations may be made with Marian O'Dell (telephone 489-1076) or Ruthe Young 991-3224.

The members of Council 10 and other interested persons are cordially invited to attend.

NEW MANAGER

Will Walker, center, manager of College-Hi Shop, is the newly elected President of Southgate Shopping Center Merchants Association. Dave Harris, right, owner of Harris Photographers, is the Vice President and Dan McKimmy, left, manager of Farmers and Merchants Bank is Treasurer. Paul David (not present for picture), manager of Southgate Shopping Center, is Secretary.

Mini-Dogs And Bugs Gather

Members of the Sacramento Mini Dogs, which is a club of campers, are from left to right, Paul E. Wallace, president; Ronald Hayes, vice president and public relations, and Ben Murchison. Not shown are Tonny Lee, Sergeant-at-Arms, and William M. Fields, secretary treasurer.

Members of the Capital City Bugs and the Sacramento Mini Motor Coach Association get together on the Florin Center Mall to show off their Volkswegons and to let people know they are sound. Members of the Capital City Bugs, left to right, kneeling, are, Tommie Burr, Walter Snider, Herman Tutt and Earnest Talley. Standing from left to right are, Joe Edwards, Wallace Laffitte Jr., Salomon Turner, president of the club, Stephen Webb and Jan Powell.

Ralph Praises Choice

Assemblyman Leon D. Ralph (D-Watts-South Gate), commended Governor Brown's appointment of Leonard M. Grimes, Jr., as director of the Department of General Services.

The Watts-South Gate legislator stated "Leonard has been quite active in the state and has demonstrated his unusual abilities in business. I don't think the Governor could have made a better selection."

Grimes, 51, was Vice President of Golden State Mutual Life

(Continued on Page G-2)

Praises Choice...

(Continued from Page G-1)

Insurance Company, the largest western Black-owned life insurance company. In addition, Grimes served in the transition administration as a special assistant in the appointments area. The Governor has indicated he will continue Grimes' services in that area, in addition to his responsibilities as head of General Services.

"As director of the department, Leonard will administer a budget of $152 million with responsibility for most purchases made by the state, state building construction, the operation of the state, 3,900 vehicles, maintenance of state buildings and operation of state parking lots."

"Leonard, in short, will be the first Black man in the history of California to serve as director of the very important position. He has a great challenge before him and the state of California has an unusual man to meet the challenge."

Grimes has a wide range of experience, and received his B.S. in business administration from U.S.C.

He was the second Black to be appointed as a department head by Governor Brown.

RECEPTION

Safeway Stores, Inc., hosted a reception for the National Newspaper Publishers Association at their mid-Winter Workshop Conference held at the Mayflower Hotel, Washington, D. C. last week (January 22-25, 1975). A briefing for the publishers was held on Thursday, (January 23rd), at the White House by President Gerald R. Ford and top administration officials. Leading Blacks in the nation's capitol, including members of Congress, attended the opening Workshop reception.

At Safeway's reception, are left to right, Ernest G. Moore, Public Relations Manager, Safeway Stores; Bobbie Flanagan, Equal Opportunity Representative, Safeway Stores; Washington, D. C. Superior Court Judge, Harry Alexander; Attorney Ruth Washington, Chairman United States Department of Labor Benefits Review Board; and Tony Statom, Consultant, Safeway Stores.

McClellan AFB Gets Maintenance Award

The Sacramento Air Logistics Center at McCellan AFB has won the United States Air Force Maintenance Award for Fiscal Year 1974.

The center's maintenance directorate was nominated by the Air Force Logistics Command (AFLC), its parent command, to compete with 11 other major Air Force command units.

First presented in 1967 the award recognizes the Air Force activity demonstrating superior management of its maintenance function during the preceding year.

The 7,000 employee maintenance directorate was cited for outstanding teamwork through "exceptional management techniques in direct support of the Air Force mission" during the period July 1, 1973 to June 30, 1974.

The maintenance directorate achievements noted by the award committee included production of more than 435 aircraft, 450 engines, 938 aerospace ground equipment sets, and aircraft spare parts on schedule and at projected costs.

Also included for consideration was such maintenance programs as resource conservation, value engineering and related cost trimming programs which resulted in a savings of more than $6 million to the Air Force. The maintenance directorate is headed by Col. Warren E. Drack.

DOMESTIC ESTIMATES FOREIGN

16TH ST. BODY & PAINT SHOP
614 16TH ST.
SACRAMENTO, CA. 95814

PHONE
443-7576

LEROY GREEN

VA HOUSING

RENO					
1454 Carville Drive	4	2	$ -	$179	$17,900
SACRAMENTO					
4930 Alcott Drive	3	1	150	192	16,950
3030 Andora Way	3	1	100	136	11,900
135 Arcade Blvd.	3	2	-	160	14,500
56 Cathcart Avenue	3	2	-	138	12,900
51 Fairbanks Avenue	3	1	150	160	13,150
3842 Kern Street	2	1	Cash Only		4,900
132 Lindley Drive	4	2	100	199	18,400
6600 75th Street	3	1	-	146	12,400
STOCKTON					
402 E. Bianchi #2	2	1	-	155	12,900
4413 LaCresta Way #3	2	1	-	154	12,900
4431 LaCresta Way #2	2	1	-	155	12,900
2736 Munford Road	2	1	-	148	14,400

January 20, 1975

You Don't Have To be a Veteran
Low Down Payment
Liberal Financing

SEE ANY VA SALES BROKER FOR THE MOST CURRENT INFORMATION AND NEW LISTINGS.

EQUAL HOUSING OPPORTUNITIES

SOUTHGATE LINCOLN MERCURY

1971 COUGAR
2 door hardtop, V-8, automatic, air cond., power sterring & brakes. Stk. #1346 Lic 417HLX **$2798.**

1973 PINTO ROUNABOUT
4 cylinder, automatic trans., radio - clean. Stk. #1321 Lic. 646-FQU **$1888.**

1972 CAPRI
4 speed, radio, mag wheels. Stk. # 1320 Lic. 183FDI **$2798.**

1974 MERCURY MONTEGO
2 door hardtop, automatice, air cond., power steering, vinyl roof. Stk. #1237 Lic. 628JZH **$3898.**

1972 MERCURY MARQUIS
4 door hard top, automatic, air cond., power steering & brakes, vinyl roof. Stk # 1285 Lic 000-EFE **$3398.**

1973 CHEV CAMARO
2 door hardtop, automatic, air cond., PS PB, Vinyl Roof - - - Sharp. Stk #1312 Lic 519HCA **$3798.**

1973 MERCURY MONTEGO WAGON
V - 8. Automatic, air cond., power steering & brakes. Luggage rack - clean. Stk # 1343 Lic. 175HCC **$3498.**

1974 PINTO ROUNABOUT
4 cylinder, automatic, radio, heater, Stk #1240 Lic. 486-JZE **$2688.**

1973 COUGAR
V - 8, Automatic air cond. AM/FM Stereo. Power windows. Stk #1327 Lic 868GYO **$4098.**

1973 MUSTANG
V - 8. Automatic air cond. Power steering, less than 20,000 miles. Stk #1332 Lic 868JAL **$3698.**

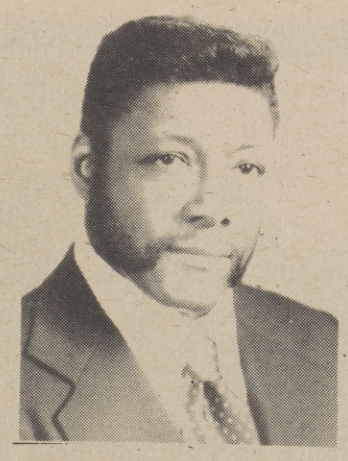
Call 421-3400

OPEN SUNDAYS 11 AM to 6 PM

SOUTHGATE LINCOLN MERCURY

3805 (West)

Aetna Promotes Washington



HARTFORD, Conn. - Albert Washington of Southington has been appointed manager, sales programs, sales promotion services, in the life and variable annuity marketing department at Aetna Life & Casualty.

Washington joined the company in 1967, and was promoted to group claim supervisor at New York City in 1970. He has been operations analysis consultant since 1973.

Speeders Beware As CHP Maps Crack Down Plans

Captain E. Flamm, Sacramento California Highway Patrol Area Commander, said this week that on February 1, Sacramento Area, along with 13 other Northern California Areas comprising all of Valley Zone II, will begin a new program of enforcement aimed at speeders.

Extra manpower, airplanes and a new concept will enhance the program.

Officers in black and white patrol cars will be escorting groups of traffic at 55 mph in a round robin type operation. This is similar to the "Fogbound" operation and means that traffic will be controlled by patrol cars "leading the pack" so to speak. "You can expect," said Captain Flamm, "strict enforcement to insure compliance.

The officers will not work the same time or same place every day, but will operate on selected times and locations."

"Our statistics from last year clearly now show that the 55 mph speed limit reduced fatal and injury accidents," said the Commander, "and therefore, the CHP endorses this new effort wholeheartedly."

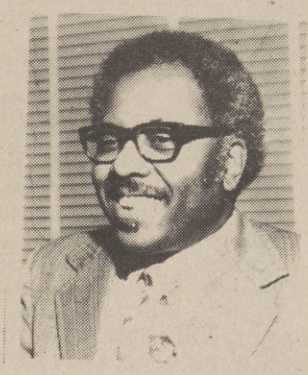
"With the cooperation of the traveling motorists and uncompromising enforcement, the speed should be greatly reduced," said Captain Flamm.

Freeman Appointed To Leadership Role

BOSTON - Carl W. Freeman has been named equal employment opportunity officer of Region I of the U.S. Department of Labor with headquarters here.

He will provide leadership and guidance on matters regarding the Department's overall Equal Employment Opportunity (EEO) program, which includes the complaint process, affirmative action plan, Federal Women's Program and the Spanish-Speaking Program.

Freeman believes that the EEO program, designed to ensure and advance the fair treatment of federal employees, has been effective on a nationwide basis.



"The complaint process is working," he says, "but most complaints can be solved informally if human relations are used more effectively in dealing on a one-to-one basis."

Freeman said members of minority groups should avail themselves of opportunities that do exist. "Look towards those who can give career development," he adds.

Freeman, 42, is a native of Chelsea, Mass. He is working toward a Bachelor of Arts degree, attending night courses at Northeastern University.

He is also a member of community agencies which assist the poor and minorities in finding housing, including the Black Housing Task Force and the Association of New England Housing Counciling Agencies.

Before joining the Labor Department, Freeman was director of the Suburban Housing Program in Boston.

He and his wife, the former Elizabeth Davis, reside in Malden, Mass., with their four children.

Bank Branch Will Open Soon

Lloyds Bank California will open a branch at Sixth and J Streets in downtown Sacramento in early February.

The bank, formerly First Western Bank, was purchased by Lloyds Bank Ltd. of England, in January 1974. Lloyds Bank currently has branches located at Country Club Center, Eighth and J Streets and in Marysville.

The present Eighth and J Street branch is being moved to larger and more convenient Sixth and J quarters, where Lloyds has built structures for its bank and for retail shops at a value in excess of $2 million.

The site was purchased by Lloyds from the Sacramento Housing and Redevelopment Agency for $175,000.

The bank will occupy the entire 7,500 square feet of the first floor of the site's two-story building, with parking for approximately 80 cars underground.

An additional 20,000 square feet of commerical space in the second building will be leased exclusively through Harold Hewitt for retail shops.

Harold C. Rose, assistant vice president for properties of Lloyds believes the beautiful structure is a definite asset to the redevelopment project.

Rose indicates one reason Lloyds decided to move to Sixth and J Streets to "enhance the redevelopment project and the City of Sacramento".

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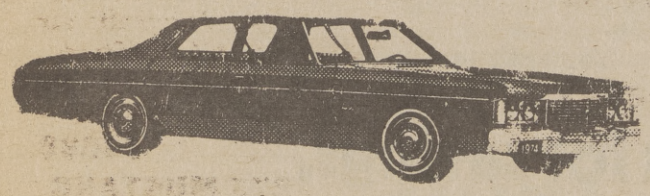

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DMV Will Open From 8-1 Feb. 1

All DMV offices will be open for vehicle registration renewal on Saturday, February 1, from 8 a.m., to 1 p.m.

"It's admittedly a paradox," says Department of Motor Vehicles Director, Robert Cozens. "Although we urge the public to 'mail your renewal and save your fuel,' we know that thousands of persons prefer to drive into our parking lots, stand in line, and pick up that license plate sticker in person."

Cozens reminded motorists that the final date to pay 1975 renewal fees is Friday, February 7. Payment made by mail must have a postmark no later than that date.

From February 8 to March 10, late registration penalties will add 10 per cent or more to the total charges.

On and after March 11, penalties will almost double the cost of registering.

Paper Car Plates Are Obsolete

Those paper license plates taped to the bumpers of new cars -- or used cars re-sold off a dealer's lot -- are no more.

Department of Motor Vehicle Director Robert Cozens, says that, since January first, dealers are no longer attaching to vehicles the "temporary" paper strips with the large numbers, which were often seen flapping in the breeze.

"Until the customer's metal license plates and/or registration papers can be delivered to him, the evidence of registration on a recently sold car is the customer's copy of the report of sale form, displayed in the lower corner of the windshield farthest from the driver," he said.

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Bonita L. Turner

Bonita L. Turner

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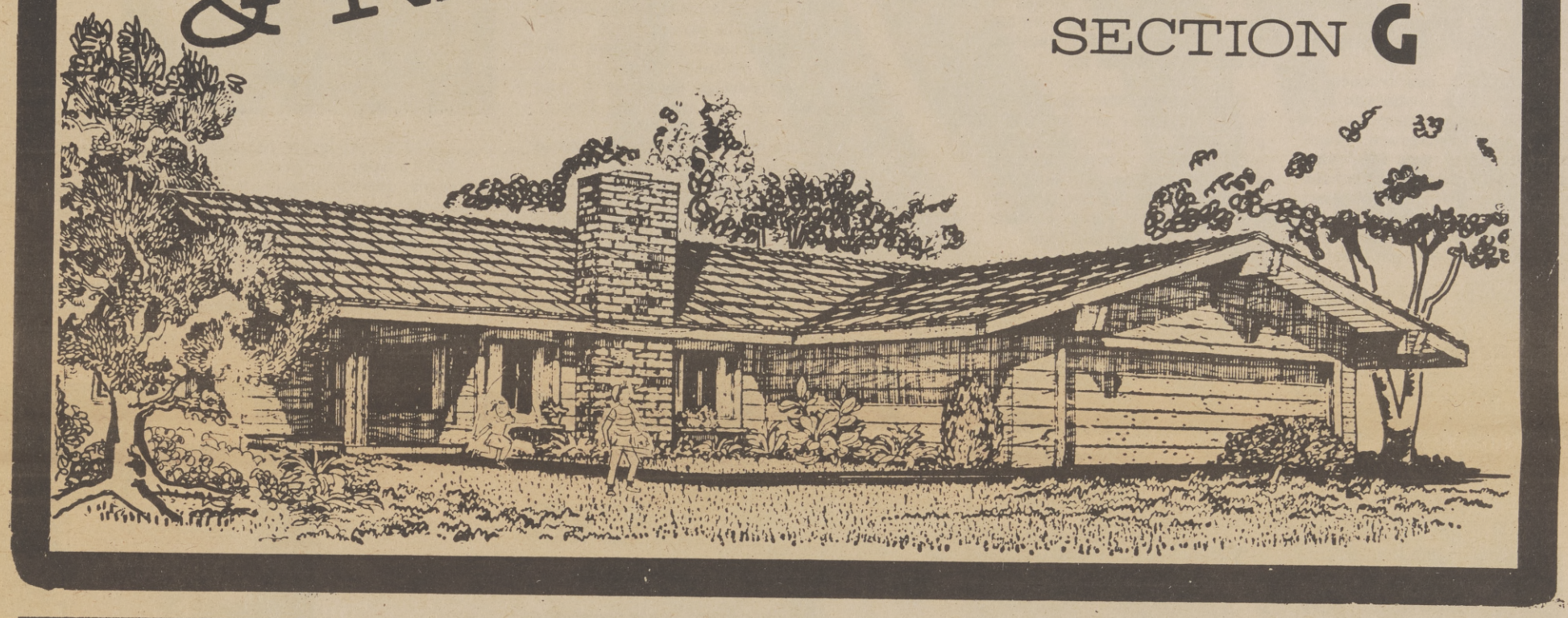
The Sacramento Observer

HOUSING & REAL ESTATE

SECTION G



TOOTE

Color Is Insignificant Except When One Is A Bigot

by GLORIA TOOTE

If someone were to ask you about your neighbor, you would probably begin by indicating whether you like them by identifying how their living habits impact upon yours. You would probably use as a barometer of their neighborly relationship whether they play their radios loudly, if they have bothersome pets or children (smile), and how they respect your rights, such as parking their car too close to your driveway, not keeping the lid on the garbage or how they take care of their lawn.

For most Americans the color or sex of a neighbor is an insignificant factor, if they live in a community that offers freedom of choice in housing, are are better for it. Some even are intergrated, Unfortunately, most are not.

A person who lives in an all minority or all white community, will seldom, if ever, in speaking of their neighbor, identify their race. Not even if they are critical of their neighbor. He or she is just a person next door.

Statistics and research have proven that the color of a neighbor has significance only when the symptoms are bigotry are evident.

I believe that during this coming year the major area of social focus and concern, will be open housing - its advantages and disadvantages, for Blacks as well as whites.

Minorities will be called upon to end their isolation pattern of living. Non minorities will be encouraged to take affirmative steps to assure that their communities offer housing to all without discrimination.

There is no question that living amongst "your own" give some a sense of "security." There is no question that the cost of this individuals "security" can result in inferior schools, hospitals, and governmental services.

The Office of Fair Housing and Equal Opportunity is determined this calendar year, to its maximum capability, to identify to all citizens their obligations and rights, and to fully enforce the fair housing law.

The Department's fulfillment of this obligation of law alone is inadequate. Supplemental commitment must come from the people to conform to the letter and the spirit of the law. For minorities this may require a special effort in leaving the safety of numbers, the closeness of church, families, and friends, and to integrate America.

Tokenism in this effort will prove meaningless. The total population in America is 203,-211,926. The total number of minorities is 2,882,662. The only vehicle to do away with the ghetto, and the barrio, is their destruction and in their places the construction of housing that will be occupied by all races and creeds, with schools that will service those who live in the community.

My Office can enforce the law, but we cannot reach into the heart of each American, and cause each mind to recognize that without housing intergration, opening housing through a Federal goal cannot become a national reality.

To those who read this column and wish to make a New Years Resolution that will have personal as well as community significance, join hands with me and the members of my staff in a joint effort that can benefit all Americans, particularly the young. The accomplishment of Fair Housing is a Federal goal that requires community support.

This column is offered as a public service by THE OBSERVER.

HUD's Plans Housing Loans

Secretary James T. Lynn, of the U.S. Department of Housing and Urban Development last week announced a program to assist in the construction of housing for the elderly and the handicapped.

The program, generally referred to as Section 202, authorizes HUD to make direct loans for rental housing for the elderly and the handicapped.

The loans will be available for the construction phase of projects sponsored by non-profit organizations that are assisted under the Section 8 Housing Assistance Payments program.

The interest rate on these loans will be equal to the Treasury borrowing rate on debts with comparable maturities plus an allowance to cover administrative costs and anticipated losses.

Follow Easy Steps, Save Utility Dollars

You can save on rising home heating and electric bills, and still stay warm, by following these suggestions Mobil Oil Corporation is offering on how to conserve fuel and energy in the home.

1. Having your heating fuel dealer send an expert to clean, adjust, repair, and run an efficiency test on your heating unit.

If your furnace is not running at peak efficiency, you're wasting energy and dollars. Clean oil filters to insure greater heating efficiency. If it is a hot-air system, change the air filters at least once during the winter.

2. Careful maintenance of your hot water heater can also save you money. Keep the temperature at 140 degrees. Check your hot water taps for leaks: one drop of water a second can waste up to 700 gallons a year. Drain a pail of water from hot water tanks every month to remove sediment and improve efficiency.

3. Don't be a thermostat fiddler. Switching room tempertures back and forth waste fuel. Lower the thermostat at night. By setting it back 10 degrees for 8 hours, you can save 10 percent or more on your heating bills. Lower the thermostat to 55 degrees when you are going to be away for more than a day.

4. To keep the warm air in and the cold air out--close windows and doors promptly. Keep children from running in and out unnecessarily. Experts estimate that fuel bills are three percent higher for each child you have.

Use weather stripping, storm windows and insulation. Storm windows will cut in half the heat needlessly lost through ordinary sashes. Six inches of thermal insulation over your top floor ceiling pays for itself by helping to hold heat in.

5. Check radiator enclosures to be sure they are not trapping heat. If you paint them, used enamel, which permits greater radiation. Check steam radiator valves for proper function. Replace non-adjustable valves with adjustable ones.

Drain air on water from steam radiators to allow them to heat up fully. Bleed air from circulating hot water heating systems. Remove rugs and furniture from places where they block radiators or registers.

6. Close fireplace damper when not in use. If dampers are missing and fireplace is not used, close chimney openings.

7. Open window shades, blinds, or draperies to let sunshine and warmth into the rooms during the day. It's a free source of home heating. Another way to save-turn off heat in rooms being ventilated or not in use.

The kitchen is especially important for energy savings. There are many ways to conserve energy that can be used year round.

When baking or roasting, aviod peaking in the oven. Every time you open the oven door, you lose one-forth of your heat. Not all foods require a preheated oven. The rule of thumb is, if it takes more than an hour to cook, start with an unheated oven.

2. Try to cut down on opening and closing the refrigeator/freezer door by removing and replacing serveral articles at one time.

3. Start with hot tap water for boiling: a major part of the heating will already be done.

Tony's European & Asian Auto Repair

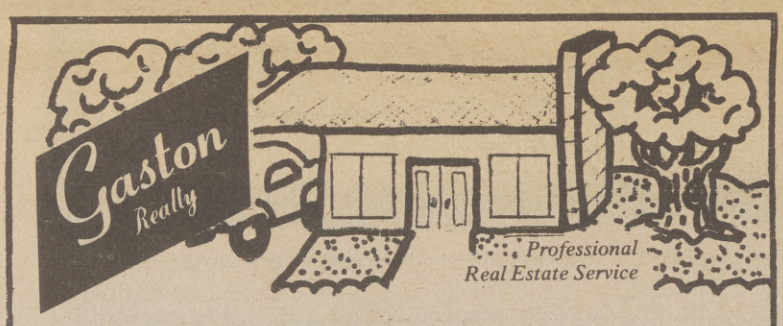
Hello, I am J. Shawn Ortiz, Staff Writer for America's Number One Black Newspaper, THE SACRAMENTO OBSERVER.

I want to introduce you to Tony Z. Yugovich. Tony is an Old World mechanic bred in the tradition of excellence. He is one of the few remaining traditionalists who demands perfection and takes personal pride in the work he performs.

I know from first hand experience. Recently my MGB burned up a set of main bearings. Expensive ?It could have cost a lot more. But Tony is reasonable and efficient.

Take my advice if you are the proud owner of an MGB, VW, Toyota, Mercedes Benz, Fiat, Datsun, Volvo, Audi or any one of the many fine European or Asian automobiles. Check out Tony's European & Asian Auto Repair.

Call or stop by for free estimates. Tony is open 8:00 a.m. to 6:00 p.m., Sunday through Friday, at 630 12th Street, corner of G Street. If you don't have time, call 441-0965, or see Ray, Doc, Mio, John and 'BIG' TONY.



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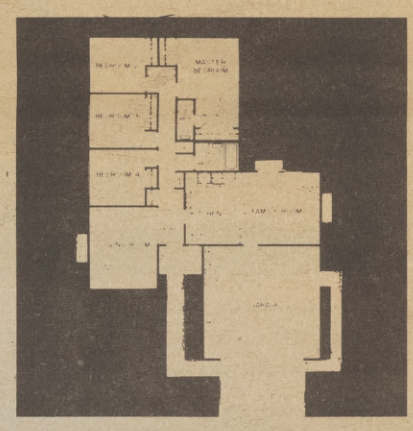

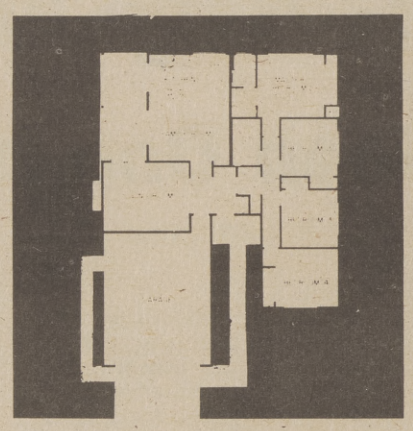

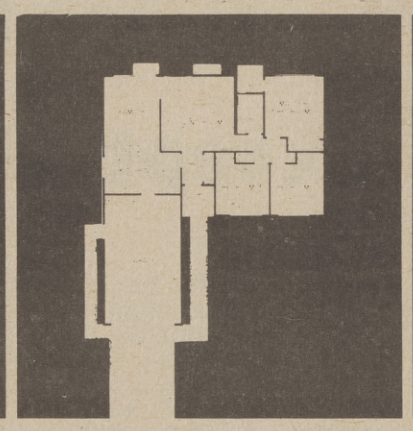

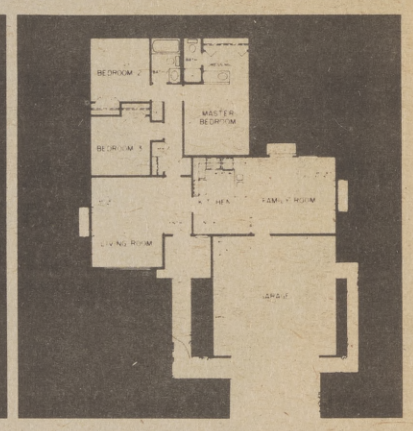

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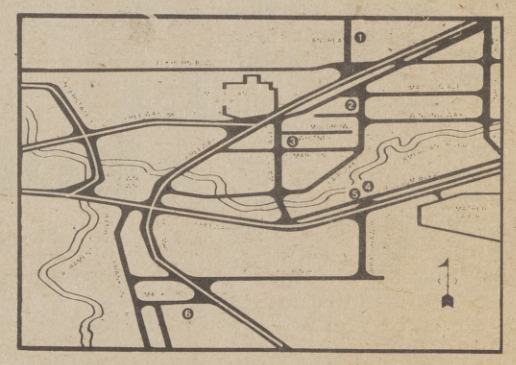

M.J. Brock & Sons Inc.

FHA Money Will Help Finance Old Buildings

FHA mortgage insurance will soon be available to aid in the financing and refinancing of existing apartment buildings.

The interest rate on the insured mortgages may not exceed the FHA rate as determined by the Secretary. That rate is currently 8-1/2 percent.

Prior to a change in the law last year, FHA mortgage insurance was available only to aid in financing newly constructed buildings.

The purpose of this new section 223 (f) program is to facilitate the sale or refinancing of older apartment buildings by providing permanent financing for good quality projects. This will often permit developers to reinvest the proceeds in new projects.

In addition, in order to alleviate current conditions in the multifamily mortage market, projects which were started before June 30, 1974, and are scheduled to be completed before December 31 of this year are also covered. This will help free up construction funds for relending and new projects.

The maximum mortgage terms must be at least ten years and will be limited to three-quarters of the remaining economic life of the project to a miximum of 35 years. The loan amount cannot exceed 80 percent of HUD'S estimate of value.

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PRINTERS

Peace Corps volunteer Larry Goodwin, right, of Los Angeles, California, explains the operation of an offset press to an apprentice at Fiji's Government Printing Department. Goodwin, 37, a journeyman printer with ten years of experience, is in his second year of training Fiji Government apprentices in offset printing. Earlier, he trained printing apprentices in the African nation of Lesotho.

Night Fires Can Be Prevented

By Following Safety Guides

Relating to statistics that show that 80 per cent of home fires that injure and kill occur between 11 p.m., and 6 a.m., the National Commission on Fire Prevention and Control warns that lives could have been saved if the victims were awakened to the presence of fire in its early stages.

The commission suggests the following guidelines to keep a home safe from fire.

. Never leave small children unattended at home. Make sure matches, lighters, flames and spark sources are always out of their reach.

. Never smoke in bed. Thoroughly extinguish all cigarette butts and cigar and pipe ashes before disposing of them in a garbage container.

. Have all furnaces, water heaters, stoves, ovens and smokepipes inspected annually. Learn how to take proper care of these systems throughout the year.

. Never leave combustable materials near a flame source. As an example, paint cans should never be stored near a basement furnace.

. Keep all flammable materials in tightly closed safety cans, out of reach of children and pets.

. Inspect all exposed wiring, extension cords and appliances often. Never run wires under a rug or around a hook. Replace frayed or damaged wiring immediately.

. Install early warning fire detectors and fire escapes or ladders, as needed.

. Acquaint your babysitter with the layout of the house and the best exits in case of fire during your absence.

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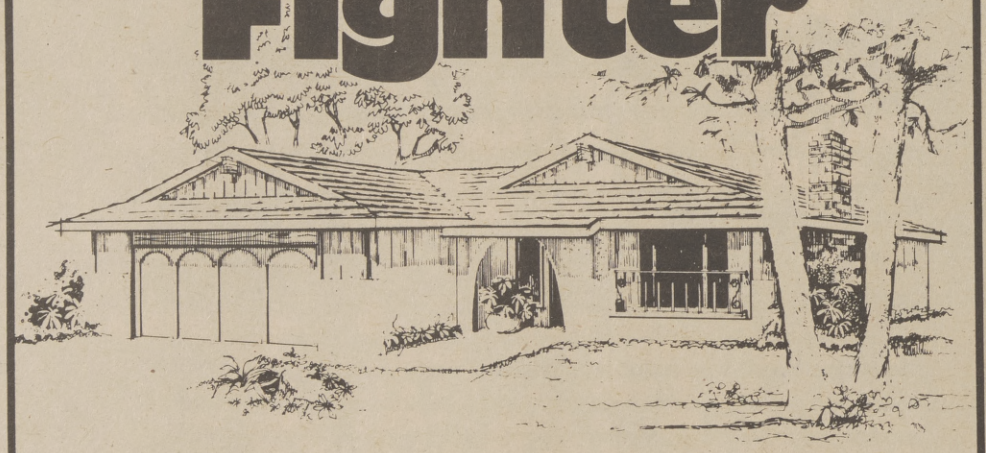

As a potential home buyer, you are aced with problems such as high interes , high down payments, and high taxes. No/ there is a home builder who can so/e your problems. M. J. Brock & Sons, Inc. t/as been solving problems for home buye s in the Sacramento area for over 20 y ars - and they have built more than 830(problem solving quality Larchmont Homes.

And now, in light of our National inflation crisis, M. J. Brock & Sons, Inc. is offering a Larchmont Laurelwood home value that is truly an Inflation Fighter. For a total sales price of **less than** $29,000 and at an interest rate of 7 3 4% (8 1 4% Annual Percentage Rate) you can buy this **complete** home with the following list of deluxe features:

- Central heating and air conditioning
- Dishwasher
- Carpet
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All for less than $29,000.

The Inflation Fighter is really something special! Drive out to Laurelwood and see the furnished models - open from 10a.m. to 6p.m. daily, and ask the salesman about the Larchmont Laurelwood **Inflation Fighter.** 421-5828.

M.J. Brock & Sons Inc.

Official Notice To Real Estate BROKERS

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10 DAY EXPIRATION:
4:30 PM MONDAY, FEB. 10, 1975

SALE DATE:
11:00 AM TUESDAY, FEB. 11, 1975

For specific instructions refer to Broker Letters 74-5 and 74-6, which has been mailed to all brokers on our mailing roster. Extra copies are available at the insuring Office Brokers are invited to submit SEALED BIDS to the Insuring Office BID OPENING DARE printed on the front. Do not put the purchasers name on the envelope. Bids will remain sealed until the sale, at which time they will be publicly opening in all sales, the highest bid above the MINIMUM OFFERING PRICE will be accepted, providing all conditions are met. The bid must be stated in $50 increments only. Only the winning bidder, upon notification by HUD, will be required to submit a deposit.

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7551 51st Avenue	7,500	Cash Only	3	1	389
7551 Bellini Way	8,500	Cash Only	3	1	455
7560 52nd Avenue	8,000	Cash Only	3	1	390
7633 Manorcrest Way	15,500	Cash Only	3	2	542
7665 53rd Avenue	8,000	Cash Only	3	1	399
7700 52nd Avenue	7,500	Cash Only	3	1	407
3266 Marshall Way	7,500	Cash Only	2	1	323
1452 Janrick Avenue	19,500	Cash Only	3	2	610
4420 40th Avenue	9,500	Cash Only	2	1	379
7200 Saga Way	17,500	Cash Only	4	2	693
1401 69th Avenue	15,000	Cash Only	4	2	620
7536 Thorpe Way	16,500	Cash Only	3	1	508
CITRUS HEIGHTS					
*7808 Ashmont Street	11,500	Cash Only	3	1	323
*This property is ineligible for HUD Mortgage Insurance due to damage caused by the SP Roseville bomb explosion and the deed will contain a statement to that effect.					
6704 Pacheco Way	17,500	Cash Only	3	2	478
NORTH HIGHLANDS					
3621 Milton Way	13,500	Cash Only	3	1	505
6632 Salida Way	16,000	Cash Only	3	1-1/2	505
6813 Weddigan Way	15,500	Cash Only	3	1-1/2	650
6928 Thomas Drive	17,500	Cash Only	3	2	614
ELVERTA					
2505 Rotterdam Drive	15,500	Cash Only	3	1	359

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OWNER OCCUPANTS

3853 38th Street	14,000	B1	2	1	223
3920 Huron Street	13,00	B1	2	1	330
7611 Bellini Way	13,000	B1	3	1	407
3813 Alder Street	12,500	A1	3	1	310

TO THE PUBLIC
SEE ANY REAL ESTATE AGENT FOR INFORMATION REGARDING THESE PROPERTIES

EQUAL HOUSING OPPORTUNITY

Deputy Speaks Of Minority Business Venture In Chicago

Samuel J. Cornelius, deputy director of the U.S. Commerce Department's Office of Minority Business Enterprise (OMBE) was guest speaker at the Second Annual Conference of the National Citizen Participation Council (NCPC) held in Chicago, Ill., earlier this week, (January 25-28).

Speaking at the general session on Monday, January 27, Cornelius addressed himself to the strides made in minority business enterprise over the last several years, and strategy for the future.

"To most people the term 'Economic Development' means the beginning and survival of a business or business enterprise," Cornelius said, "but when you put minority economic development and a social force together, it's a whole new ball game for minorities."

"This is what is taking place today," Cornelius said, "and it is one of the big factors in the progress being made by minorities in business."

Cornelius said it is mandatory that government at all levels make a serious effort to bring minority citizens into the American business mainstream.

In pointing out lessons learned in the 1960's, Cornelius said that future action for minority business enterprise must be based on the facts that: 1) Poverty is a community problem

CORNELIUS

and the community must be the focus of future efforts; 2) We must shift from a welfare consumption orientation to a production orientation; 3) Ownership, responsibility and control of productive resources must be in the community itself, rather than with outside organizations, but with the help of wholesale capital investment; 4) Centralized control must be replaced by decentralized citizen participation and decision making.

The National Citizen Participation Council was formed in 1971 to provide information, training and technical advice and assistance independent of government agencies and to be responsive to the needs of citizen groups. The Council also assists citizen groups in developing their capacity to participate knowledgeably and effectively in government decisions affecting their communities.

According to Carl Johnson, NCPC executive director, "Cornelius was selected as a general session speaker because of his wide range of experience and long commitment to meaningful citizen participation."

Other persons participating in the four-day conference included Chicago Mayor, Richard J. Daley; John H. Waller, director, State and Local Government Division, Office of Economic Opportunity, Washington, D. C.; Mrs. C. Delores Tucker, the first Black Pennsylvania secretary of state; and Edwin T. Sexton Jr., special assistant to the director of OMBE.

The Office of Minority Business Enterprise was created in the Department of Commerce in 1969 to serve as the coordinating agency of the federal government for minority business affairs in both the federal and private efforts with the development of minority-owned businesses throughout the nation.

A Resolution One May Bank

Are you looking for a new-fangled New Year's resolution for 1975? Something a little out of the ordinary? How about: "I resolve to get more earning power out of my savings dollar in the coming year."

That, says the American Bankers Assicoation (ABA), means not just sticking your money in the old faithful passbook or statement savings account but considering some new options.

And just in time to help you is a new authorization from federal banking agencies allowing banks to offer a six-year certificate of deposit that will pay 7.5 per cent interest - as compared with the maximum 5 per cent allowed on regular savings accounts.

And don't let the terminology scare you off. A "certificate of deposit" is simply a formal receipt for funds left with a bank as a special deposit for a specified time periods.

This new "Investment CD" - as it has quickly come to be known-is not just for millionaires, either. It's available for a minimum of $1,000.

Of course, a ABA reminds you, tieing all of your savings up for six years would not be good money management. A portion of your funds should be available in a regular savings account for immediate withdrawal to take care of any financial emergencies that might occur.

And what if you do need the money invested in your certificate before the six years are up? You have a couple of options. CDs are available in negotiable or nonnegotiable form. If you invest in a negotiable CD, you may not turn in the certificate for your money before the maturity date, but you may use the certificate as collateral for a loan.

If you purchase a nonnegotiable CD, you may redeem it before the maturity date; but you will be charged a penalty fee.

(However, if this occurs, you may deduct the amount of the penalty from gross income on your federal income tax return form 1040.) The reason for these restrictions is tied up with the high interest rate your money will be earning.

Successful bank management -and the safety of your deposited funds - depends on investment for a profit.

Joe Cooper Realty

HOMES, INCOME AND COMMERICAL PROPERTY
2210 K STREET, SUITE 'E', SACRAMENTO, CA 916/441-5300

BILL DOWNS
Salesman

HOUSE OF THE WEEK, 6812 Steiner Drive, Large 3 Bedrooms, 2 baths, Family Room, Central Heat many extras. Listed for $29,500.00 Low Down FHA No Down Vets. Call Bill Downs for more details: 441-5300 or 456-8124.

REAL ESTATE SALESMEN WANTED, 2 Licensed Real Estate Salespersons with some experience. Plenty of leads and contacts are available. Call Joe Cooper 441-5300, 2210 K Street.

Call today for the real estate of your choice

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The Sacramento Observer (916) 452-4781

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CLASSIFIED ADVERTISING INDEX

All FINDER Ads are placed in Classification for your convenience. All classifications are listed by title and numerical order. THE SACRAMENTO OBSERVER reserves the right to classify all advertisements, to delete objectionable words or phrases or to edit or refuse any advertisement. Every FINDER Classified Ad must specify a bona fide offer in good faith. Advertisers will hold THE OBSERVER harmless against all claims resulting from publication of an advertisement.

THE OBSERVER will not assume responsibility for more than one week's incorrect insertion and reserves the right to make correction in the next issue. Liability for errors will not exceed the cost of space occupied by such error. All FINDER Classified Advertisements should be checked by the advertiser the first week of publication.

ANNOUNCEMENTS	100	Meetings	140	Help Wanted	210	RENTALS	400	AUTOMOTIVE	600	Recreational Vehicles	680
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Legal Notice	120	Schools & Instructors	160	Real Estate	300	MERCHANDISE	500	Mobile Homes	640	TOO LATE TO CLASSIFY	800
Lost & Found	130	EMPLOYMENT	200	Home Loans		Furniture & Appliance	550	Motorcycles	660	QUICK BUSINESS GUIDE	900

Want to buy?... Sell or trade?... Looking for services?... Call (916) 452-4781

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Personals 110

SACRAMENTO BAIL BOND
SINCE 1926
24-HOUR SERVICE
A. RICCI-F. VANCE
F. WITTON
443-2523
600 EYE ST.

RENT TO OWN
TV's and STEREOS
$7.00 and UP
Free delivery, free service, 451-8213 - 451-8675

Drugs & Sundries 150

OUYE'S PHARMACY
Prescription Pharmacists
WE DELIVER
Free Parking
HI4-7370
10th and V Street, Sacramento

FAYE'S CLOTHES AND THINGS
For size range, information and appointment call (209) 948-8446.

URGENTLY NEEDED
Beauty consultant -- male or female to help Black women fill the long existing void in the cosmetic field. Will train.
Call 428-6999
428-8761

Help Wanted 210

BROADCAST
Kelly Broadcasting Co. (KCRA-TV, KCRA-AM, KCTC, FM) is accepting applications for future openings in all areas. Interviews are held Tuesday mornings from 10 a.m., to 12:30 p.m., at KCRA-TV, 310 10th Street, Sacramento. No appointment is necessary.

BARBER
WANTED
Apprentice OK. 929-0338. 1228 Grand Ave.

Personals 110

'MISS JOSIE'S'
BOTIQUE
Featuring quality fashions new & next to new. A variety of Arts and Crafts.
1301 Nogales Street
North Sacramento
OPEN
Tue.-Fri. 6 p.m. to 9:30 p.m. Sat. 10 a.m. to 6:00 p.m. Phone 922-0513.

JOBS

STENO CLERK
$778-$915 a month. Minimums require high school or equivalent plus 3 years' experience in legal stenographic & clerical work, shorthand at 125 wpm and typing 50 wpm. Call Personnel Manager, CSEA, 444-8134 for interview.

MUSTANG
1970 Mustang in good condition, $1,800, or trade for tow truck or sports car. Call 331-2087 or 782-1778.

$65.00 OFF
SINGER FUTURA II
First time ever, many other specials. New Stretch Stitch Singer, $159.95. New Zig Zag Singer, $99.95. Used machines priced from $9.95. Good selection. Also special sale on vacuum cleaners. Sale ends Saturday 2/1/75.
SINGER SEWING CENTER
Florin Center, Sunrise Mall, and Country Club Centre

HELP - HELP - HELP

Housekeeper, live in motherless home. Salary open, plus good benefits for right party. Call Citrus Heights, 725-5485 after 6 p.m.

-FINDER- 452-4781

Black news is good news

The National Black Network
Division of Unity Broadcasting Network, Inc.
1350 Avenue of the Americas
New York, New York 10019

Every day something good can happen to those beautiful ears of yours. It's called Black news. And the way you get next to it is by tuning in a National Black Network station.

Every hour on the hour 18 times a day, (slightly abbreviated schedule on Sunday) you can hear about what's happening in your world. That's because it's news reported and edited by Black people.

Listen to the good news. Black news on the National Black Network.

Courtesy Amsterdam News

Give them a break. Get a Check-up & Stick around. They need you.
American Cancer Society

Employment for Summer 1975

The Western Region Office of the National Park Service is now accepting applications for seasonal employment for Summer of 1975.

Interested persons are urged to complete the standard Federal Government application form [S.F. - 171] which may be obtained at any U.S. Post Office or State Employment Office and return it by December 15, 1974, to:

Equal Employment Opportunity Office
Western Region
National Park Service

450 Golden Gate Ave.
P.O. Box 36063
San Francisco, Calif. 94102

Business 900

UNIVERSITY DEGREES (BY MAIL)

Residence -- non-residence -- seminars. Transcripts -- ring -- graduation -- year book. Free brochure. Lincoln - Kennedy University, 2030 West Lincoln Ave., Anaheim, Calif., 92801. 1-714-533-2041. Member Better Business Bureau.

SOUL PARDNERS

Why Be Lonely? Meet your mate through Soul-Pardners . . . Send $1 for information booklet to: Soul-Pardners, 1423 E 8th Street, Stockton, California 95206

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Help Wanted 210

MARE ISLAND NAVAL SHIPYARD

VALLEJO, CALIFORNIA

HAS EMPLOYMENT OPPORTUNITIES FOR SKILLED:

PIPEFITTERS
MACHINST, MARINE,
Salaries, at $6.43 per hour

PNEUMATIC TOOLS OPERATOR,
Salaries at $6.19 per hour

Applicants generally must have progressive, well-rounded trade experience sufficient in scope and content to perform the duties of the position. Must be a U.S. citizen.

Sacramento interviews January 11 and January 12, call 922-8041 between 8 a.m., and 5 p.m., for an appointment on these days.

An Equal Opportunity Employer

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Furn, Appl. 550

SUNRISE ESTATES

3, 4 and 5 bedrooms. Priced at $19,750 to $29,000. 725 - 2006. Agent 967-2200

HOME FOR RENT

Three bedroom, two bath home. Central air and heat. Fully equipped kitchen. Newly painted inside and out. Wall to wall carpets, drapes, two-car garage, fenced yard. Rent $210 month. Children and pets OK. Office hours 9-6 weekdays--10-4 wkends. 456-3816.

PHOENIX PROPERTIES

SOUTHGATE AREA

Three & four bedroom homes, most with two baths, all appliances, fully carpeted and draped, fenced yard, two car garages, newly painted, central air & heat, children and pets okay. Rental rates from $195 to $225 per month. PHOENIX PROPERTIES Call 452-3816, daily 9 thry 6, Saturday and Sunday, 10 thru 4

Furn, Appl. 550

HOUSE FULL OF FURNITURE

Sofa and chair, 3 tables, 4 lamps, 6 pc. bedroom set, mattress and box springs, 5 pc. dinette, used dishwasher, used refrig. and stove. Sell all or part. Balance due $550. Easy terms. ADCO TV APPLICANCE AND FURNITURE CO. 6105 Stockton Blvd. 391-8500

Furn, Appl. 550

USED APPLICANCES

Used Refrigerator, freezer, and stove, $75 each. Terms available. ADCO TV APPLICANCE AND FURNITURE CO. 6105 Stockton Blvd.

'73 COLOR TV

23" console, demonstrator model. Full guarantee. Balance due $299. Free home trial. Call 391-8500 or come into the store at ADCO TV APPLIANCE AND FURNITURE CO. 6105 Stockton Blvd.

Furn, Appl. 550

'74 CONSOLE

5' cabinet. Spanish design. Has AM/FM radio and phono, 8 track cartridge player, multi - speaker system. Floor demonstrator model. Reduced to $169. Easy terms. Free home trial. ADCO TV APPLICANCE & FURNITURE CO. 6105 Stockton Blvd. 391-8500

Business 900

FLAGG'S SERVICE

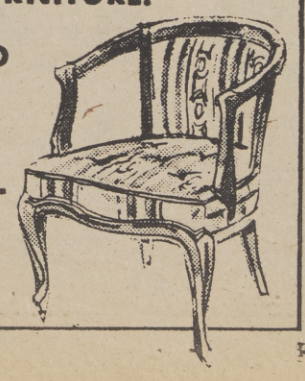
Small hauling, general cleaning, gardening . . . Phone 456-3477

$ NEED MONEY $

1st and 2nd real estate loans on any type of property, in any area, use money for any reason. Even if behind in payments or in - between jobs, we're here to help solve your financial needs. Appointments arranged in the privacy of your home or our office. We have a variety of plans to fit your needs and budget. 452-5593. 24 Hour Service We accept collect calls. GOLDEN PLAN OF CALIFORNIA 4305 Freeport Blvd. Sacramento A California Loan Brokerage Firm

SELL THAT EXTRA FURNITURE!

WITH A FINDER AD



CALL 452-4781

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VACOP Names Tsukiji

Minority Firm Gets FAA Pact

The Federal Aviation Administration of the U.S. Department of Transportation has awarded a $1,035,762 equipment contract to Sonicraft, Inc., a Chicago-based minority business firm.

Under the contract, the firm will provide 150 transmissometer calibrator for use in support of the FAA's Runway Visual Range (RVR) system maintained at most air carrier airports.

The transmissometer is the key element in the RVR system, which measures horizontal visibility along a runway. It is esentially a photoelectric device which records the effects of rain, snow, fog, dust, smoke and other atmospheric conditions on visibility and presents this information to controllers for broadcast to pilots.

The calibrators being furnished by Sonicraft under the contract will assure the RVR system produces accurate readings.

The contract award was made in conjunction with the Small Business Administration pursuant to Section 8 (a) of a Small Business Act.

The calibrators will be delivered over a one-year period.

The 1975-76 Board of Directors of the Valley Area Construction Opportunity Program elected Richard Tsukiji as the Chairman of the Board.

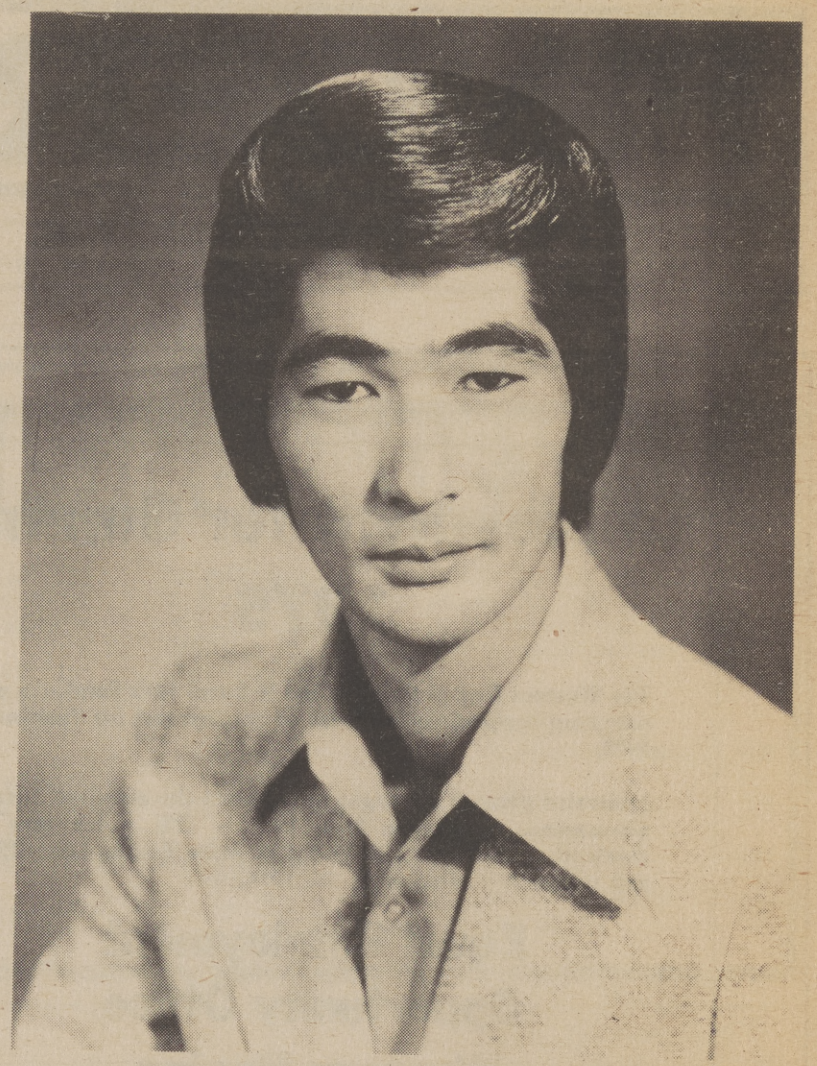
Tsukiji represents the associated General Contractors, Delta-Sierra District Board of Directors on the VACOP board.

Tsukiji is President of a Sacramento insurance and securities firm.

The Valley Area Consttuction Opportunity Program, covers twenty-one counties from Yuba-Sutter County through the valley to Tulare County. Founded in 1968, when Management and Labor of the Valley Area Construction Industry formulated a bold approach toward actively recruiting minorites for their apprenticeship program in the Building and Construction Industry.

On November 1, 1969, the United States Department of Labor entered in a contract with the Valley Area Construction Opportunity Program, to recruit, perpare and assist in the indenturing apprentices.

For further information . . . contact W. L. Woodfin, VACOP Executive Director at (916) 452-6461.



TSUKIJI

DART DAYS at SWIFT DODGE*

DODGE DART AGAIN RATED NO. 1 BEST BUY! BY THE NATION'S LEADING CONSUMER MAGAZINE

BUY ANY NEW '75 DART AND WE'LL GIVE YOU AUTOMATIC TRANSMISSION & AIR CONDITIONING...at NO EXTRA CHARGE

ALL 1974 MONACOS & CHARGERS INCLUDING DEMOS!

25% OFF! STICKER PRICE Excluding Frt. PLUS

DODGE CLEARANCE CARNIVAL

$200 CASH BACK FROM THE FACTORY WHEN YOU BUY ANY NEW '74 or '75 CORONET OFFER ENDS FEB. 2, 1975

PLUS $100 MORE! ON SELECTED TRADE INS

WHEN YOU BUY ANY NEW DODGE 4-WH. DRIVE PICK-UP AT THE LITTLE PROFIT STICKER PRICE... WE'LL GIVE YOU YOUR CHOICE OF:

★AN 8,000 LB. ELECT. WARN WINCH AND A STURDY ROLL BAR, OR...

★EXTRA WIDE FLOTATION TIRES & WHEELS AND CAB-HI CANOPY!

AT NO EXTRA CHARGE!

FREE!

WHEN YOU BUY ANY NEW DODGE VAN AT THE LITTLE PROFIT STICKER PRICE, WE'LL GIVE YOU YOUR CHOICE OF A:

★CUSTOM SURFER SCRAMBLER INTERIOR WITH PORTHOLES, OR...

★SPECIAL EXT. SURFER PAINT JOB & EXTRA WIDE TIRES & WHEELS!

NO RISK USED CARS

**70 FORD RANCHERO PICKUP 6 Cylinder, automatic, radio, heater. No. 399065.	$1595
**71 DATSUN PICKUP 4 Cylinder, 4 speed, wsw tires, radio, heater. Canopy. No. 69507Y.	$1895
**73 FORD COURIER PICKUP 4 Cylinder, automatic, radio, heater. No. 58110T.	$2395
**73 FORD ½ TON PICKUP V8, automatic, heater. No. F10GRR 28861.	$3195
68 FORD LTD SQUIRE WAGON V8, automatic, air conditioning, power steering, power brakes, wsw tires, radio, heater. Rack. No. 329KUD.	$899
69 PLYMOUTH SATELLITE 2 DR. HARDTOP V8, automatic, air conditioning, power steering, power brakes, vinyl top, wsw tires, radio, heater. No. 270AAH.	$1099
70 FORD LTD 4 DR. HARDTOP V8, automatic, air conditioning, power steering, power brakes, wsw tires, radio, heater. No. OP66Y148108.	$1099
72 MAZDA RX3 WAGON 4 Speed, radio, heater. No. 878FQD.	$1499
71 VW CAMPER VAN 4 Cylinder, 4 speed, radio, heater, completely equipped. No. 776CNX.	$2599
71 JEEP COMMANDO WAGON 4X4 V6, standard transmission, air conditioning, power steering, radio, heater. No. 671BVK.	$3199
72 CHEVY MALIBU 2 DOOR HARDTOP V8, automatic, power steering, wsw tires, radio, heater. No. 780EEN.	$2199

**Available in Davis Only— Prices good thru 2-3-75

SWIFT DODGE
6250 FLORIN RD. • 422-4300

CHUCK SWIFT Dodge Davis
1700 OLIVE DR. (AT THE FREEWAY)
PHONE: DAVIS 758-1630
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World's Largest Dodge Car and Truck Dealer

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SOMETHING'S ALWAYS ON SALE AT...

ALBERTSONS

at FLORIN ROAD and FRANKLIN BLVD.

START THE NEW YEAR RIGHT. SHOP ALBERTSONS FOR QUALITY FOODS AND SELECTION. YOU WILL BE GLAD YOU DID.

ALBERTSON'S NEW CONSUMER PRICE PROTECTION POLICY

1 When our cost on an item increases, we will not increase the price on existing shelf stock. As new items are stocked at higher prices, you may find a different price on separate cans or packages of the same item. Each will be sold as marked.

2 When our cost on an item decreases, all existing shelf stock will be sold at the new low price.

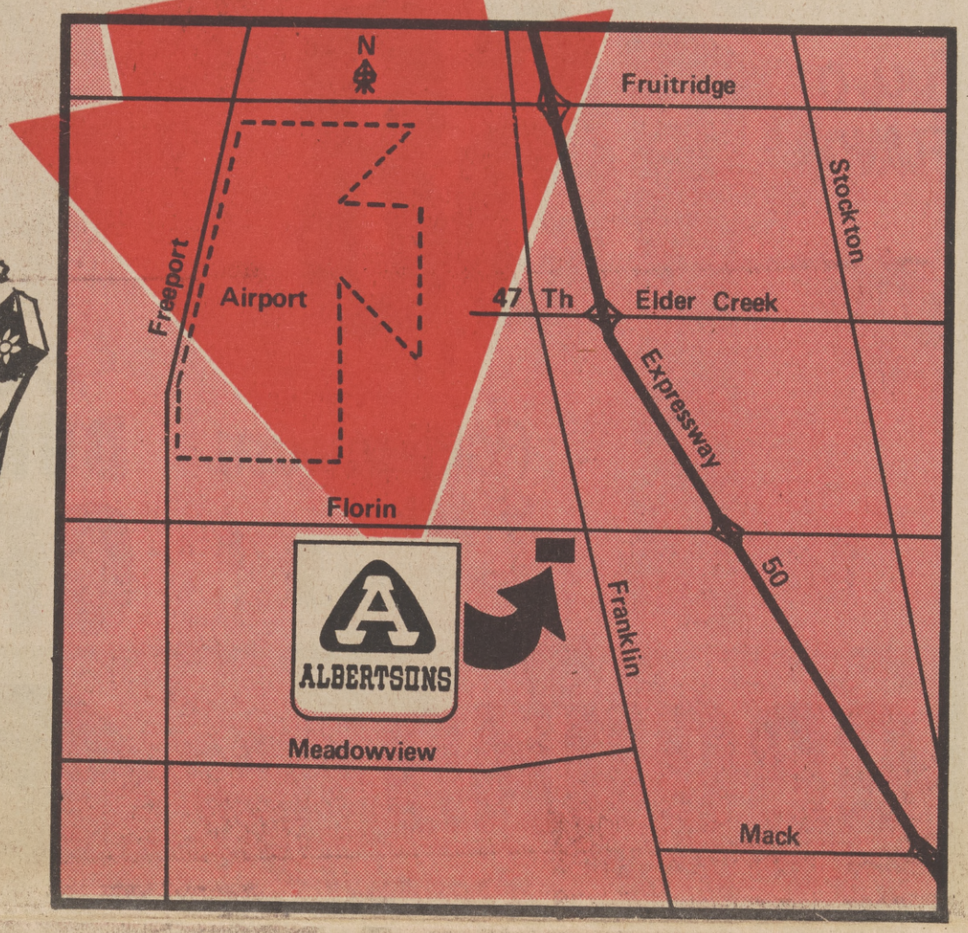
3 Exceptions to this policy are products subject to federal, state or local control regulations; fresh meats, produce and products baked on premise.

RAIN CHECK POLICY

We strive to have on hand sufficient stock of advertised merchandise. If for any reason we are out of stock, a

RAIN CHECK

will be issued enabling you to buy the item at the advertised price as soon as it becomes available.



the new low price.

3 Exceptions to this policy are products subject to federal, state or local control regulations; fresh meats, produce and products baked on premise.

chandise. If for any reason we are out of stock, a

RAIN CHECK

will be issued enabling you to buy the item at the advertised price as soon as it becomes available.

HERE'S PROOF ALBERTSON'S CARES ABOUT YOU!

BUY BETTER WITH...
TRU-VALU 35.0 CENTS PER LB. 3/69
DEL MONTE CHICKEN STEW 24 10.5 OZ. 3/69
ALBERTSONS TRU-VALU UNIT PRICING

FRESHNESS IS NO SECRET WITH... ALBERTSONS FRESHNESS CODE DATING!

DISCOUNT PRICES FOR GREATER FOOD SAVINGS!

EXPRESS CHECK OUT LANES TO SPEED YOU ON YOUR WAY!

SIRLOIN STEAK

Bonus Buy!

TENDER LEAN lb. 1.58

CHUNK TUNA STAR-KIST

6½oz. ONLY... 49¢ EA.

Bonus Buy!

POTATOES

Bonus Buy!

10 LB. BAG... 49¢

T-BONE STEAK

Bonus Buy!

LEAN & MEATY... 1.68 LB.

WE CARE ABOUT YOU ...Rely On It!

ALBERTSONS

OPEN 24 HOURS A DAY!

MONDAY thru SATURDAY — Sunday 8 A.M. to 10 P.M.

RELY ON YOUR Man In Gold

Albertson's Store Director is a good man to know. He's anxious to make your trip to Albertson's a pleasant and easy experience. Look for his gold coat!

PRICES EFFECTIVE: JANUARY 29 thru FEBRUARY 4, 1975

ALBERTSONS

THE DISCOUNT FOOD PEOPLE

at FLORIN ROAD & FRANKLIN BLVD. Sacramento

LITHO BY CERTIFIED AD SERVICES, FRESNO (209) 233-1891
WE RESERVE THE RIGHT TO CORRECT PRINTED ERRORS.

WE CARE ABOUT YOU ...Rely On It!

ALBERTSONS NEW CONSU PROTEC

T-BONE STEAK

FULL O' FLAVOR!

Bonus Buy!

lb. 1.68

PORTERHOUSE STEAK
RICH IN FLAVOR
1.78 lb.

Fresh! Flavorful!
DUNGENESS CRAB
Bonus Buy!
1.19 lb.

PORK PICNICS

Fresh!
lb. 78¢
Bonus Buy!

ROUND STEAK

FULL CUT, BONE IN
Bonus Buy!
1.24 lb.

GROUND BEEF

SIZZLIN' GOOD!
Fresh! REGULAR
Bonus Buy!
lb. 66¢

CUBE STEAK

LEAN!

BEEF Fresh! REGULAR lb. 88¢

Bonus Buy!

STEAK

LEAN!

Bonus Buy!

1.88 lb.

BONE-IN SIRLOIN STEAK

Bonus Buy!

TENDER.. LEAN... lb. 1.58

TOP SIRLOIN STEAK BONELESS lb. 1.88

Bonus Buy!

LUNCH MEAT

JANET LEE 5 OZ. PKG. 39¢

Bonus Buy!

ALBERTSON'S (2 LBS...2.44)
SLICED BACON 1 LB. PKG. 1.22

ALLAN'S
SUPER DOGS 1 LB. 99¢

SWIFT'S
SAUSAGE BROWN and SERVE, 8 OZ. 94¢

BUTTERFISH Fresh! lb. 78¢

SQUID/WHITING lb. 58¢

LAKE SMELT 1 lb. BAG 79¢

FRYER PARTS

HOLLY PACK

- Drumsticks
- Thighs with pelvic bone attached
- Breasts with rib attached

Tender & Meaty

88¢ lb.

Bonus Buy!

JANET LEE

FRANKS

Bonus Buy!

12 OZ. PKG. 58¢

RATH, REGULAR

SAUSAGE ROLLS

1 LB. ROLL... (REG. ONLY) 77¢

UMER PRICE CTION POLICY

1 When our cost on an item increases, we will not increase the price on existing shelf stock. As new items are stocked at higher prices, you may find a different price on separate cans or packages of the same item. Each will be sold as marked.

2 When our cost on an item decreases, all existing shelf stock will be sold at the new low price.

3 Exceptions to this policy are products subject to federal, state or local control regulations; fresh meats, produce and products baked on premise.

RUSSET POTATOES

Bonus Buy!

10 POUND BAG... 49¢

YELLOW ONIONS

Bonus Buy!

ADD ZEST TO YOUR SALADS lb. 10¢

SPINACH

Bonus Buy!

GARDEN FRESH BUNCHES 2 FOR 39¢

RHUBARB

Bonus Buy!

HOT HOUSE MAKES A DELICIOUS PIE! lb. 39¢

Anjou PEARS SWEET & JUICY 4 lbs. $1.

FRESH BUNCHES BROCCOLI each... 49¢

BANANAS 19¢

BUNCHES **BROCCOLI** each... **49¢**

DELICIOUS PIE! lb. **39¢**

BANANAS

GOLDEN RIPE!
LUNCH-BOX FAVORITE

Bonus Buy!

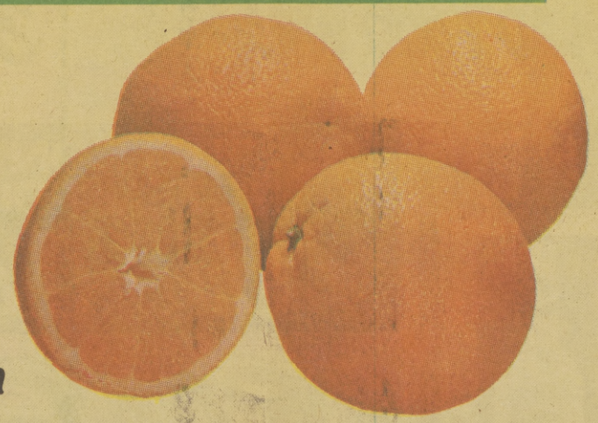
lb. **17¢**

ORANGES

Bonus Buy!

JUMBO NAVELS
SWEET and JUICY
(½ CASE OF 28...2.69)
(FULL CASE OF 56...4.99)

10¢ each



MUMS

Bonus Buy!

FOIL WRAPPED
6 INCH POT ...

2.49 each

ALBERTSON'S GENERAL MERCHANDISE PRICES ✓ Check Out LOWER

Schick
SUPER II SHAVING CARTRIDGE

9 COUNT PKG. **1.77**

BUFFERIN

100 CT. BOTTLE **1.47**

LIGHT BULBS

WESTINGHOUSE EYE-SAVER
2 PAK... **77¢**

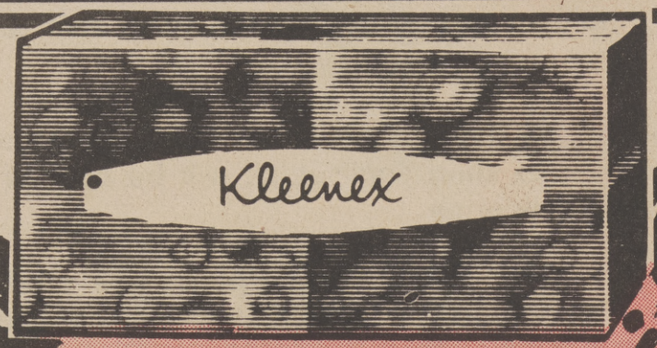
JOHNSON & JOHNSON
COTTON SWABS

200 COUNT **85¢**

ALBERTSONS

THE DISCOUNT FOOD PEOPLE

YOU CAN RELY ON ALBERTSONS



Kleenex FACIAL TISSUE

ASSORTED WHITE

200 CT. BOX

Bonus Buy!

39¢

Chunk TUNA

STAR-KIST 6½ OZ. CAN

Bonus Buy!

49¢

WESSON OIL

38 OZ. Bottle

Bonus Buy!

1.69

Betty Crocker
SNACK N' CAKES
14½ OZ.
Bonus Buy! **79¢**

Duraflame
COLORED
Fireplace LOGS
3 Hour
Bonus Buy! **88¢** ea.

General Mills
Wheaties CEREAL
18 OZ. BOX
Bonus Buy! **79¢**

Top Ramen
Instant NOODLES
3 OZ.
Bonus Buy! **25¢**

PILLSBURY OR BALLARD
BISCUITS REG OR COUNTRY 7½ OZ... **13¢**

ALBERTSON'S COFFEE 3 LB. TIN **2.89**

KOTEX REGULAR OR SUPER, 12 COUNT **68¢**

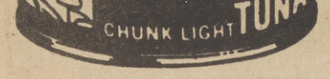
MARGARINE SOFT PARKAY TWO ½ LB TUBS... **79¢**

DO YOUR CAT A "FLAVOR"
TUNA "4" CATS 6½ OZ. CANS **19¢ EA.**

JANET LEE
BREAD
Bonus Buy!

JUICE DRINKS WAGNER LOW CALORIE ½ GALLON **72¢**
Bonus Buy!

DILL PICKLES NALLEY'S KOSHER, WHOLE **59¢**



JUICE DRINKS	WAGNER LOW CALORIE 1/2 GALLON	72¢	Bonus Buy!	DILL PICKLES	NALLEY'S KOSHER, WHOLE, 22 OZ. 59¢
GREEN BEANS	JANET LEE CUT, 16 OZ.	29¢	Bonus Buy!	DOG FOOD	SKIPPY'S DINNER NUGGETS, 10 LB BAG $2.19
MINUTE RICE	28 OZ. BOX	$1.38	Bonus Buy!	AIR FRESHENER	WIZARD SOLID, 6 OZ. 59¢
TINY SHRIMP	EAST POINT 4½ OZ. CAN	86¢	Bonus Buy!	BOWL CLEANER	BLUE BOY SOLID, 9 OZ. 68¢
LUNCHEON MEAT	DUBUQUE'S TEMT, 12 OZ.	89¢	Bonus Buy!	GLAD FOOD WRAP	100 FT. ROLL... 39¢

JANET LEE
BREAD
Bonus Buy!
16 OZ. CELLO LOAF
29¢

LIQUOR-BEER & WINE

VODKA or GIN $3.49
Albertson's 80 Proof Fifth Only

ALBERTSON'S SCOTCH 4.49 5th
80 PROOF

ALBERTSON'S BRANDY 3.99 5th
80 PROOF

CHAMPAGNE OR COLD DUCK
CHATEAU ALBERTO 5th 1.79

CHATEAU ALBERTO WINE
• BURGUNDY • CHABLIS
• PINK CHABLIS • VIN ROSE
Gallon 2.19

ALBERTSON'S DISCOUNT FROZEN FOOD PRICES

✓ Check Out LOWER

DISCOUNT PRICES FOR GREATER FOOD SAVINGS!

SERVICE! TRY US IF YOU'RE WANTING FAST, HELPFUL, FRIENDLY SERVICE WHEN YOU SHOP!

ORANGE Juice
MINUTE MAID (6 OZ. 35¢)

BIG 16 OZ. CAN... 79¢

EGG BEATERS FLEISCHMANN'S PINT CARTON 94¢

GOOD VALUE CHICKEN or TURKEY
MEAT PIES 8 OUNCE PACKAGE 22¢

STORE LOCATIONS:
- IN SACRAMENTO, AT FLORIN ROAD & FRANKLIN BLVD.
- IN ROSEVILLE, 1607 DOUGLAS BLVD.
- IN SAN JOSE, AT CORNER OF BRANHAM LANE & MERIDIAN AVENUE.
- IN GILROY, FIRST STREET & WREN AVE. IN THE GILROY PLAZA SHOPPING CENTER.

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ALBERTSONS

THE DISCOUNT FOOD PEOPLE